

2015 Wine Country Ontario Travel Guide

Niagara, ON – June 2015

The Wine Marketing Association of Ontario is proud to launch its 2015 Wine Country Ontario Travel Guide. The 2015 Guide features brand new photography along with a new design and layout. The 2015 Travel Guide can be found at wineries across Ontario and at key OTIC (Ontario Travel Information Centres). Additionally, 500,000 copies will be distributed in the June 24th edition of Food & Drink Magazine. It is also viewable online at www.winecountryontario.ca.

Wine Country is growing. The 2015 edition marks the largest Travel Guide to date showcasing 115 wineries from all regions of Ontario.

Each region has 2 or more new wineries showcased within the guide:

- Prince Edward County
 - Redtail Vineyard
 - Three Dog Winery
- Lake Erie North Shore
 - CREW: Colchester Ridge Estate Winery
 - North 42 Degrees
 - Muscedere Vineyards
- Emerging Regions
 - Galluci Winery
 - Holland Marsh Wineries
 - Frisky & Gamble Cellars
- Niagara Escarpment and Twenty Valley
 - De Sousa Wine Cellars
 - Kew Vineyards Estate Winery
 - Leaning Post Wines
 - Red Stone Winery
 - Westcott Vineyards
- Niagara-on-the-Lake
 - Big Head Wines
 - Maleta & St. Henry Estate Winery

New features this year:

- Regional maps
 - For ease of reference and use, double-page maps have been created for each region in the guide. To support the regional maps, large-format postcards have been created for the individual regions which provide consumers with quick reference infographics for Stay, Dine and Play resources and showcase the wine route map specific to each region.
- Wine Country Ontario Mobile App Launched
 - This new FREE app is a perfect companion to the Guide and will help visitors plan their trip to wine country. Searchable by map, categories or keywords to find wineries, attractions, restaurants, retailers, accommodations and so much more.

Also find up-to-date events calendars and find what's nearby with GPS-enabled interactive maps. Available on iOS and Android systems.

- FAQ and Need-to-know information
 - Returning to the Guide this year, a FAQ and Need-to-know information page will help consumers with perennial questions such as 'What is VQA Ontario?' and 'Can wine be shipped directly to my home?'
- "Win a Weekend in Wine Country" Contest
 - This year the Guide features a contest, where consumers will have a chance to win a weekend getaway. Details are outlined below:
 - Win a weekend in Wine Country. Complete and bring your ballot to any of the wineries listed in the Travel Guide to be entered into the "Win a Weekend in Wine Country" contest. Prize package includes overnight accommodation for two; lunch and dinner at local and winery restaurants, tours and tastings at four local wineries. (ARV: \$1200 each). Two prize draws will take place. First draw from ballots postmarked or received between May 11, 2015 and September 30, 2015. Second draw from ballots postmarked or received between October 1, 2015 and April 1, 2016.
 - View the contest information on page 45 or for full contest rules visit www.winecountryontario.ca/contestrules.
 - No purchase necessary. Open to Ontario residents 19+. Limit one entry per person/household. Skill testing question required.
- GO Transit Feature
 - GO Transit returns with GO service to Niagara on weekends with a new bus connection to Niagara-on-the-Lake.
 - Discover a different side of GO this summer. Running weekends from July 3rd to September 7th as well as Victoria Day and Thanksgiving weekends – take GO to Wine Country. With pickups starting at Union Station and key stations towards Niagara, sit back and watch the city fade away. Whether you travel all the way to Niagara Falls or hop off at St. Catharines and take the GO Bus connection to Niagara-on-the-Lake, it's the stylish, fun way to travel. Planning on biking in Wine Country? Saturday, Sunday and holiday trains have two bike coaches with capacity to hold up to 18 bikes each. For the full schedule of GO service, visit www.gotransit.com/getaway.

The Wine Marketing Association of Ontario is dedicated to promoting Ontario's wine-growing regions—from the wines and wineries themselves to the complete experience of each destination: local cuisine, year-round activities and warm hospitality. Wine Country Ontario promotes Ontario's vintners and the unique qualities of our authentic, 100 % Ontario VQA wines. Wine Country Ontario is a brand trademark of the Wine Marketing Association of Ontario.

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