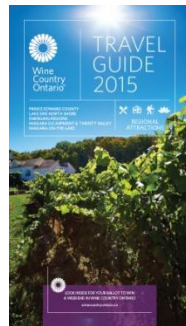




**MEDIA RELEASE - For Immediate Release**

**2015 Wine Country Ontario Travel Guide  
Launches with more winery listings than ever before**

– Available at Ontario wineries now and at [www.winecountryontario.ca](http://www.winecountryontario.ca) –



NIAGARA, ON, JUNE 15, 2015

Award-winning VQA wines from Ontario wineries have won praise from experts the world over, so now it's time to venture deeper into our own backyard and discover the sources of all that acclaim. Ontario wine country attracts two million visitors each year and the newly released 2015 Wine Country Ontario Travel Guide makes trip planning to Ontario's wine regions exciting and easy. This latest edition boasts 115 wineries, the most ever!

With a visually stunning design and brand new photography the Guide has detailed listings of Ontario's finest wineries, offering the best wine country resource for visitors to the regions. It showcases the wineries in Ontario's primary wine touring destinations – Lake Erie North Shore, Niagara Escarpment & Twenty Valley, Niagara-on-the-Lake, Prince Edward County and features Emerging Regions. New this year, double-page maps for each region along with large-format postcards are available for travelers along with quick reference infographics for Stay, Dine and Play resources specific to each of the regions.

"Ontario's VQA wines are recognized for their quality and taste by people at home and internationally," says Jeff Leal, Ontario's Minister of Agriculture, Food and Rural Affairs. "Our government is proud to promote Ontario's thriving wine industry and support initiatives like the Wine Country Ontario Travel Guide to help inspire more visitors to discover Ontario's great wine regions, contributing positively to tourism and our economy."

Each wine country tourism region has 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

Also new for 2015 is the Wine Country Ontario Mobile App, bringing the magic of wine country and Ontario VQA wines to life in a new way. A perfect companion to the Guide, this helps visitors plan their trips to wine country and features a searchable option by map, categories or key words to find wineries, attractions and so much more. The new app is free and available on iOS and Android systems.

In late June, 500,000 copies of the Guide will be distributed with the summer issue of LCBO's Food & Drink magazine. It is available throughout the year at wineries, at Ontario Tourism and Information Centres (OTIC), and viewed as an e-book at [www.winecountryontario.ca](http://www.winecountryontario.ca). Consumers can also request a free copy by calling 1-800-ONTARIO and are being encouraged to share in the excitement by using the hashtag #GotTheGuide throughout their social media conversations.

*The Wine Marketing Association of Ontario is dedicated to promoting the VQA wines of Ontario - both the vintners and the unique qualities of our authentic VQA wines that are made exclusively from 100% Ontario-grown grapes. Wine Country 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 is a brand trademark of the Wine Marketing Association of Ontario.*

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