



MEDIA RELEASE - For Immediate Release

Visa Infinite and Wine Country Ontario Expand 2015 Program

32 Ontario wineries offer cardholders special experiences featuring VQA wines of Ontario



NIAGARA, ON, June 17, 2015 – Wine Country Ontario and Visa Canada have come together to offer Visa Infinite cardholders unique opportunities that are bound to excite all types of travelers. The 2015 Wine Country Series features the finest flavours, pairings and Canadian wine country experiences. Each of over 32 participating wineries have developed benefits that may include behind-the-cellar-door in-depth vineyard and winery tours, private tastings led by winemakers, barrel room and vintage tastings, food and wine pairings, cooking class discounts and more.

“Wine Country Ontario is thrilled with the 2015 Visa Infinite Wine Country Series,” says Magdalena Kaiser, Director of PR for the Wine Marketing Association of Ontario. “This year, wineries from Lake Erie North Shore, the Niagara Peninsula and Prince Edward County have come together within this exciting program to showcase the magic of our own province’s wine country and our delicious and food-friendly local VQA wines.”

Participating wineries offering exclusive benefits for cardholders include:

13 th Street Winery	Cattail Creek Estate Winery
Cave Spring Cellars	Colio Estate Wines
Coyote’s Run	Creekside Estate Winery
Good Earth Food & Wines Co.	Fielding Estate Winery
Flat Rock Cellars	Henry of Pelham
Hidden Bench Vineyards and Winery	Inniskillin Niagara
Jackson-Triggs Niagara Estate Winery	Malivoire Wine Company
Norman Hardie Winery and Vineyard	Pearl Morissette Estate Winery
Pelee Island Winery	Peller Estates
Pillitteri Estates Winery	Ravine Vineyard Estate Winery
Red Stone Winery	Reif Estate Winery
Riverview Cellars Estate Winery	Rosewood Estates Winery
Strewn Winery	Tawse Winery
The Grange of Prince Edward	The Old Third Vineyard
Vineyards & Estate Winery	The Ice House Winery
Thirty Bench Wine Makers	Trius Winery at Hillebrand
Vineland Estate Winery	

In addition to taking advantage of marvelous perks, Visa Infinite and Visa Infinite Privilege cardholders are invited to participate in a series of dinners at some of the most picturesque winery estates. These events will feature the finest flavours, pairings and Canadian wine country experiences.

Each of these events has been hand-crafted to offer guests the ultimate VIP experience—with seasonal menus prepared by Canada’s most sought after chefs, along with wines from some of Ontario’s top wineries. And, for those looking for a getaway, the program offers a winery-focused culinary weekend in the Niagara Peninsula.

Events include:

- **Jamie Kennedy with Tobey Nemeth and Michael Caballo of Edulis and Albert Ponzo of Le Sélect at the Old Third Winery: July 4 [SOLD OUT]**
- **The Ultimate i4C Experience with Winemaker J-L Groux, Chef Stephen Treadwell and Wine Spectator’s Matt Kramer: July 18**
- **Women and Wines: A Collaborative Wine Dinner with Top Women Chefs at The Good Earth Vineyard and Winery: August 8**
- **Wines of Niagara Gourmet Weekend Escape: September 18 to 20**

Cardholders wishing to book the experiences are encouraged to call 1-888-711-9399 or visit www.visainfinite.ca. For more information about Wine Country Ontario, visit www.winecountryontario.ca. Consumers are encouraged to share their experiences on social media referencing hashtag #visadining.

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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