

**Icewine Festival transforms Wine Country Ontario into a Winter Wonderland**

<http://cnw.ca/mdowl>

(Niagara, Ontario) – As the temperatures begin to drop in Wine Country Ontario, winemakers prepare for the Icewine harvest while they watch in anticipation of the necessary - 8° C required for picking. It's an exciting time and visitors from all over the world have begun to anticipate the start of Niagara's Icewine Festival. While the harvest date of Icewine changes every year, the time for its biggest celebration is always the same, taking place over three weeks in January, right in the heart of Niagara.

The Icewine Festival is a unique celebration, where consumers have the opportunity to discover and enjoy Canada's most distinctive and delicious wine. During this special time, wine enthusiasts, cocktail fans, foodies and music lovers can all choose from a collection of Icewine related events reflecting the authentic and local flavours of Ontario.

The celebrations kick off on January 9<sup>th</sup> with the annual Xerox Icewine Gala at the Fallsview Casino Resort. Also featured throughout January are street festivals in both Twenty Valley's Jordan Village from January 9<sup>th</sup> – 11<sup>th</sup> and Niagara-on-the-Lake from January 16<sup>th</sup> – 18<sup>th</sup>. New this year, Icewine Festival programming includes events in Niagara Falls. Visitors will have the chance to sip on Icewine, try Icewine inspired creations, check out ice sculptures, listen to live music, and sit cozy by a fire all while embracing what Icewine means to Canadians.

Visitors can also purchase a Discovery Pass, where they can choose from over 35 incredible wineries and culinary experiences along the Wine Route. Along with a variety of Icewines, visitors will also have the opportunity to taste Ontario's exceptional sparkling wines and world renowned VQA red and white wines.

For full details on all Icewine Festival events, download the following press releases and event summaries for January 2015: [Niagara Icewine Festival Release](#), [Niagara Icewine Festival Brochure](#), [Niagara-on-the-lake Icewine Festival Release](#), and [Twenty Valley Winter WineFest Release](#).

You can also visit [www.niagaraicewinefestival.com](http://www.niagaraicewinefestival.com), [www.wineriesofniagaraonthelake.com](http://www.wineriesofniagaraonthelake.com), [www.niagaraonthelake.com](http://www.niagaraonthelake.com), [www.twentyvalley.ca](http://www.twentyvalley.ca), [www.niagarachilled.com](http://www.niagarachilled.com) and [www.winecountryontario.ca](http://www.winecountryontario.ca).

For information on Icewine facts visit the Wine Country Ontario media centre for the Story on Icewine [www.winecountryontario.ca/media-centre/about-icewine](http://www.winecountryontario.ca/media-centre/about-icewine).

**Quotes**

"Niagara's Icewine Festival is a signature Wine Country Ontario celebration that offers visitors the opportunity to discover and experience a Canadian treasure – Icewine. No other wine region in the world offers wine lovers an opportunity where they can experience a wine country that has turned into a winter wonderland", Allan Schmidt, President of Vineland Estates Winery and Chair of the Wine Council of Ontario for "Wine Country Ontario".

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