



## News Release

### Wine Spectator Focuses On Niagara

*Prestigious international magazine offers glowing review of wine region*

Niagara, Ont. (April 21) – The latest edition of *Wine Spectator* – known as one of the world's leading wine magazines – features the Niagara region as a recommended winery tourism destination as well as including an extensive list of area wines in its Buyers Guide.

“We’ve worked very hard to promote our premium VQA wines in Ontario and to promote the region as an outstanding tourist destination,” says Norm Beal, Chair of the Wine Council of Ontario and President of Peninsula Ridge Estate Winery. “The reach of this magazine is significant and we are very excited to have Ontario recognized with some of the best wine regions in the world.”

The magazine cover includes the headline “Exploring Canada’s Wine Country” and includes six full pages featuring recommended Niagara wineries as well as the region’s top accommodations and restaurants.

Wine Spectator writer Mitch Frank notes the dramatic evolution of a wine industry that 20 years ago was not known for its quality wine.

“Today, the peninsula is better known for beautiful Rieslings, Chardonnays, Pinot Noirs and especially Icewines produced by small, quality-minded wineries,” writes Frank. The magazine hits newsstands in Canada on April 22.

“An article like this, with the reputation and distribution of *Wine Spectator* in North America and around the world, is huge. It will not only have a major positive effect for those establishments listed, but also many other wineries, restaurants, and hotels throughout the Niagara region heading into the Summer season, and beyond,” said James Treadwell of Treadwell Restaurant.

“One of Niagara’s great joys is that we have a tremendous number of quality products and a broad enough range of experiences to fill fifteen such destination travel articles. While the *Spectator* feature spotlights a few of Niagara’s wonderful wineries, hotels and restaurants, our strength as a destination lies in the fact that this is the tip of the iceberg,” said Janice Thomson, Executive Director of Niagara-on-the-Lake Chamber of Commerce & Visitor & Convention Bureau.

The Wine Council of Ontario is a non-profit trade association that represents Ontario's four wine regions – Niagara Peninsula, Pelee Island, Lake Erie North Shore and Prince Edward County. These regions grow 75 per cent of the grapes used in Canadian wine production.

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