



**For Immediate Release**

**New Touring Guide for Ontario Wine Regions Available**

*Think local for your vacation plans*

Niagara, ON – (May 6, 2008) - Touring the province's wine regions has never been so easy and fun thanks to the new 2008 Official Guide to the Wineries of Ontario which offers extensive information and tips on the best scenery, gourmet cuisine and world class wines – all right in your backyard.

This year's guide includes the most wineries ever - 80 properties. An easy-to-use pull-out wine map as well as an overview of each winery makes the Guide one of the most popular tools for travelers wishing to visit the province's four wine regions: Niagara Peninsula, Lake Erie North Shore & Pelee Island, Toronto & York Region and Prince Edward County.

"The Official Guide to the Wineries of Ontario is a must-have for touring wine country," says Norm Beal, Chair of the Wine Council of Ontario.

"Whether you are a first-time visitor to the wine route scene or a seasoned traveler to the regions, the guide offers valuable tips, beautiful pictures and clear directions to some of the newest wineries in Ontario, as well as favorites," added Beal.

Throughout the year, copies of the guide will be available at wineries and the LCBO. It will also be distributed in major newspapers in May and included with the July edition of Toronto Life Magazine. Consumers can also order a free copy of the guide by calling 1-800-263-2988 or you can download a copy at [www.winesofontario.ca](http://www.winesofontario.ca)

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

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