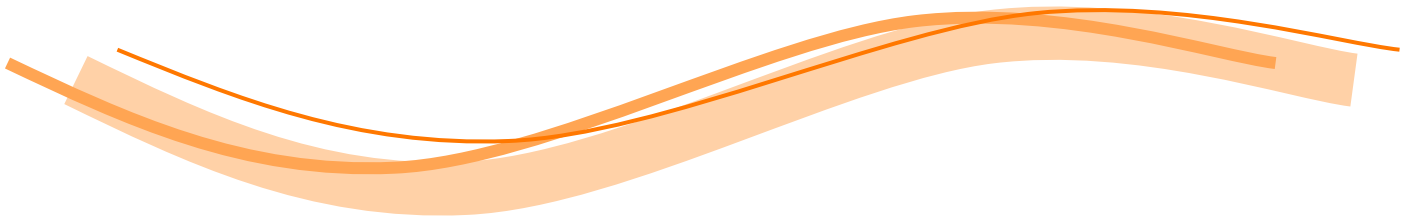




WINE COUNTRY ONTARIO





WINE COUNTRY ONTARIO

Experience enchanting Wine Country Ontario

Unearthing Ontario's local wine story has never been so exciting, thanks to Wine Country Ontario's breathtaking scenery, regional cuisine and great tasting local wines.

I am broadcasting the radio show live from Fielding Estate Winery - named among Canada's Top 10 Wineries at the 2009 Canadian Wine Awards. Fielding Vineyard is located on Beamsville Bench - a narrow strip of land located along the edge of the Niagara Escarpment. Cooler and prolonged growing seasons are well-suited to making wines with good acid backbone, intensely concentrated flavours in the berries and unmistakable minerality on the finish.

You too can experience Fielding hospitality when you visit. You can join a tour and they are always ready to pour samples for you at the tasting bar, or you can enjoy your favourites by the glass.

With warm hospitality, wineries welcome consumers to visit and become part of the community, meet the winemakers and grape growers, take in the landscape, the cuisine – the whole unique experience that makes Ontario wines so special. Ontario's unique combination of climate, location and soil means outstanding Ontario wines that are produced in four primary wine country destinations:

Niagara Escarpment and Twenty Valley

First-time visitors are often astonished by the breathtaking natural beauty of the Niagara Escarpment, a massive ridge carved out by ancient glaciers. This magnificent feature is responsible for Niagara Falls—and for the distinctive, fossil-rich limestone soils and microclimate that create the classic mineral profile of the region's wines.

The Escarpment—a UNESCO World Biosphere Reserve and the backbone of the Bruce Trail, Canada's oldest and longest footpath—supports a vital ecosystem, with hundreds of species of animals and plants, including 37 types of wild orchids. Whether you're looking to catch a glimpse of nature's treasures or pick up a one-of-a-kind antique in one of the area's many charming shops, the Niagara Escarpment and surrounding area offers plenty to see and do. The Niagara Escarpment is just over 60 minutes by car from Toronto.

Niagara-on-the-Lake

The Wineries of Niagara-on-the-Lake – are 25 wineries nestled below the Escarpment amidst a landscape of vineyards and orchards that stretches to the picturesque Niagara River Parkway (the drive that

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Winston Churchill called one of the prettiest in Canada) and the shores of Lake Ontario.</p> <p>Lake Erie North Shore and Pelee Island Stretching along the warm, shallow waters of Lake Erie, this area boasts a long growing season, with summer heat and moderating lake breezes providing excellent ripening conditions for producing full-bodied wines. Local attractions include gardens, bike trails, produce stands, B&Bs and festivals, including the Shores of Erie International Wine Festival (Sept 8-11, 2011). Pelee Island is Canada’s most southerly point, with the longest wine-growing season in the country. Famous for its magnificent migrations of birds and monarch butterflies, discover majestic Carolinian forests and glorious stretches of sand dunes and beach. And observe a wonderful array of Great Lakes wildlife in well-conserved wetlands and protected marshes. Lake Erie North Shore is 4 hours by car from Toronto.</p> <p>Prince Edward County Ontario’s newest wine appellation, “The County” is quickly becoming one of the province’s must-visit destinations. The area boasts mineral-driven wines, small-batch beers and crisp ciders, artisanal cheeses, Italian-style ice creams, mouth-watering meals and gourmet hot dogs—all inspired by a dedication to local ingredients. It’s also home to some of North America’s largest freshwater beaches. Prince Edward County offers relaxing getaways that are a short drive from Toronto, Ottawa, Kingston and Montreal. Prince Edward County is approximately 2.5 hours by car from Toronto; 3 hours from Ottawa.</p> <p>With over 120 wineries in Ontario to choose from, there’s so much to see and do. Explore charming towns and historic villages with quaint boutiques, shops and galleries. Surrounded by charming vineyards and beautiful architecture, revel in one-of-a-kind festivals and special wine country events.</p> <p>And it’s all right in our own backyard – so close to home. Come for an afternoon – or a few days. Visit any time of year and start planning your next trip by visiting www.winesofontario.org</p>
<p>Ontario’s Wines</p>	<p>Much has changed in Ontario’s wine country since the first commercial winery began operation on Pelee Island in 1866. Today Ontario boasts three Viticultural Areas (VA): the Niagara Peninsula, which surrounds the southern tip of Lake Ontario; Pelee Island, located in Lake Erie;</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>and Lake Erie North Shore. These areas, which encompass over 15,000 acres (6000 hectares) of vines, produce 75 percent of the grapes used in Canadian wine production. All three Viticultural Areas, or wine regions, also have posted road signs and wine routes to direct visitors to the wineries. Prince Edward County is an emerging wine region in Ontario, currently with 400 acres of wine grapes in production.</p> <p>The climate in Ontario's wine regions is perfect for grape growing: geographically, Ontario's vineyards lie at the centre of the world's wine belt located between the 41° and 44° North about the same latitudinal band as the famous wine regions in southern France, Italy, California and Spain. Lake Erie and in particular, Lake Ontario, provide a unique microclimate, moderating both summer heat and winter cold. The terrain in the three areas also contributes to the success of the industry. Sandy loam, gravel and clay provide the drainage and acidity needed to successfully grow the <i>Vitis vinifera</i>, the classic European vine that allows winemakers to produce classically appealing wines. The Niagara Escarpment is an added plus for the nearby Peninsula, acting as a natural shelter against frost.</p>
<p>Location</p>	<p>The vineyards of Ontario lie in the centre of the world's wine belt, between 41° - 44°N. While the area does not have a climate identical to other cool climate growing areas of the world within the same band, such as Burgundy or Bordeaux, it shares many aspects with these regions that are crucial to the production of fine wine. Ontario, situated in central Canada, extends further south than any other province in Canada. Its wine grape growing regions are located along a strip of land that parallels the Canada/US border along the northern shore of Lake Erie, as well as along the southern shoreline of Lake Ontario.</p>
<p>Climate</p>	<p>The Great Lakes help to provide a temperate continental climate that has contributed to creating a zone in Ontario called the Carolinian Forest, named after the same habitat found as far south as the Carolinas in the United States. It is considered a Canadian national treasure with more species of rare plants and animals than any other place in Canada. Most soils in the grape-growing areas are composed of glacial till or sediments left in glacier-covered rivers and lakes, and clay-loam. The length of the growing season varies. When defined by heat summation units or degree days, the range has been as low as 1060 (°C) or 2000 (°F)-degree days in the coolest vintage (similar to Epernay, France) to 1670 (°C) or 3000 (°F)-degree days in the warmest (similar to Paso Robles, California). Bud break occurs on average from late May to early June with harvest generally beginning in mid-August for French hybrids such as Baco Noir, and mid-September through October for</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>viniferas such as Pinot Noir, Chardonnay, Riesling and Cabernet Franc. Late harvest styles are usually harvested in mid November, with Icewine harvests occurring between mid-December and the beginning of January, depending on the weather.</p> <p>As in other temperate/continental growing regions, each vintage varies depending on the season. Rain, humidity, cold, and drought can all limit the ripening period; however, Ontario has experienced several excellent vintages in the last decade: 1991, 1995, 1997, 1998, 1999, 2000 and 2002. All have had degree days significantly higher than the 30-year average of 1360°C (2480°F).</p> <p>One harvest that is consistent from vintage to vintage, however, is the Icewine harvest, where winter temperatures are guaranteed to fall below -8°C (-18 °F) the traditional and, in Canada, the legal temperature for harvesting Icewine. This temperature, or below, allows the grapes to freeze sufficiently on the vine, and to be harvested and pressed while still frozen. The pressing process is continuous in order to allow the concentrated flavours of the mellowed and honeyed grapes to release their intensely concentrated juices without being diluted by melting ice crystals.</p>
<p>Grape Varieties</p>	<p>Over 60 varieties of classic European grapes can be grown in Ontario, including several that are emerging as capable of creating wines of great distinction. Among the main white vinifera varieties are Riesling, Chardonnay, Gewürztraminer and Sauvignon Blanc. Promising vinifera reds that have shown great power and elegance in recent vintages are Cabernet Franc, Pinot Noir, Gamay Noir, Merlot, and Cabernet Sauvignon. Two French hybrids, Baco Noir and Maréchal Foch have also demonstrated great versatility and appeal.</p>
<p>The Wine Regions</p>	<p>How well a grapevine ripens and how healthy it grows is a consequence of the place in which it is grown. Wines of quality will bear the footprint of that place. Because not all growing regions are alike, quality varies. The Vintners Quality Alliance of Ontario (VQAO) has defined three designated Viticultural Areas (VA) in Ontario that are capable of producing finer quality grapes than other growing areas in Ontario: the Niagara Peninsula, Lake Erie North Shore, and Pelee Island.</p>
<p>The Niagara Peninsula</p>	<p>The Niagara Peninsula is the largest VA in Canada, accounting for 80 percent of Canada's grape-growing volume. The climate during the growing season is comparable to that of Burgundy, France. As if to compensate, wines grown in such temperate climates can produce superior fruit, with better aromas and more intense flavours than in warmer climates.</p> <p>It is bordered by Lake Ontario on the north and the Niagara River on the east. Where the Niagara River flows over the Niagara Escarpment, the most predominant topographical feature of the peninsula, the river is transformed into one of the seven great wonders of the world, Niagara</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Falls. (Highways 20 and 56 form the western boundary and the Welland River the southern.)</p> <p>The Niagara Escarpment is a 335 metre (575 ft.) high ridge that winds for 725 km from Queenston, Ontario (near Niagara Falls) to Tobermory in northern Ontario, where it continues underwater to Manitoulin Island and then into the state of Michigan in the US. In its journey through Niagara, the Niagara Escarpment forms an east-west spine, the essence of this appellation. A ledge or tier called the Bench runs parallel to the base of the Escarpment where vineyards benefit from the lake's offshore breezes, which are buffeted back to the lake when they reach the escarpment, maintaining a constant active flow of air. This circulating activity prevents cold air from settling in lower-lying areas during threatening periods of frost.</p> <p>The region's temperatures are influenced by Lake Ontario, which acts as a hot water bottle in winter — raising winter temperatures on land from its summer-warmed waters. In spring, breezes from its winter-cooled waters help to hold back the development of fruit buds until the danger of late spring frosts have passed. Lake Ontario also cools the summer air so that grapes do not ripen too quickly, and then keeps the fall air comparatively warm so that the first frost is delayed, thus extending the growing season. Most of Ontario's wineries are located in the Niagara Peninsula.</p>
<p>Lake Erie North Shore</p>	<p>The vineyards of Southwestern Ontario cover over 500 acres situated in a favoured mesoclimate along the north shore of Lake Erie in Essex, Kent and Elgin counties, except that part of Kent county lying to the north of the Thames River. The grape growing area stretches along the bow-shaped shoreline of Lake Erie from Amherstburg to Leamington, with a further concentration of vineyards around the town of Blenheim to the east. Soil structures vary from gravelly loam to clay and sandy loam. With southern exposure complemented by the moderating effect of the lake, this Viticultural Area produces some of Canada's finest wines. Lake Erie is the shallowest of the Great Lakes affording it the warmest surface temperature of the five lakes. This also benefits from an abundance of sunshine, and as a result its fruit often goes to market weeks before that from other parts of Ontario.</p>
<p>Pelee Island</p>	<p>Pelee Island, marginally nearer the equator than Rome, is Canada's most southerly point, and accordingly, it enjoys a longer growing season than any other wine region in Canada, often thirty days more than on the mainland. Situated in Lake Erie, 25 kilometres off the mainland, Pelee Island has 500 acres under vine. Picking usually begins at the end of August and even late-harvest grapes are in by mid October. Canada's first commercial wine growing operation began here in 1866 when a winery called VinVilla opened its doors. The vineyards were replanted with many Vitis Vinifera vines in 1980 and subsequently.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



<p>Prince Edward County</p>	<p>Prince Edward County is Ontario's newest wine region with over 500,000 vines planted and young vines approaching production age it will soon be recognized as a Designated Viticultural Area. Situated on the eastern end of Lake Ontario, the County enjoys a growing season similar to that of the Niagara region with marginally colder winters which have given rise to some unique winter protection strategies</p> <p>There are currently over 35 growers in PEC and nine operating wineries with at least three more anticipating opening in the near future. Given the underlying calcium based limestone and the marginal nature of the climate plantings to date have focused on early ripening vinifera varieties particularly those of the Burgundy region of France Chardonnay, Pinot Noir and Gamay but there are also significant plantings of Cabernet Franc, Riesling and Pinot Gris as well as a smattering of other varieties. Prince Edward County is approximately 2.5 hours by car from Toronto; 3 hours from Ottawa and 3.5 hours from Montreal.</p>
<p>Visiting Ontario Wine Country</p>	<p>You don't need to go to Europe or California to tour wineries and taste world-class wines. Visitors are welcome to visit Ontario wineries located in Niagara Peninsula, Southwestern Ontario, Pelee Island and North Toronto. It is estimated that over 1,000,000 people each year visit Ontario wineries, which are always open year-round and offer wine tastings in their winery boutiques.</p> <p>The Wine Council of Ontario publishes The Official Guide to the Wineries of Ontario and the Wine Route Map annually. These publications are invaluable travel guides for anyone planning a visit to Ontario's wine regions. This guide also includes shopping and attractions, regional directories of accommodations, dining, and useful tips for making winery touring easy and fun.</p> <p>For a complimentary copy of Official Guide to the Wineries of Ontario, consumers may call 1-800-263-2988.</p> <p>Another indispensable resource for information on Ontario's wine regions is the industry web site: www.winesofontario.ca .</p> <p>Most wineries organize special events, tours and wine tastings throughout the year. To find out about events and activities in wine country along with links to Ontario wineries, be sure to check the Wine Regions of Ontario's Web site at www.winesofontario.ca</p>
<p>The Wine Council of Ontario</p>	<p>The Wine Council of Ontario (WCO) is a non-profit trade association with a leadership role in marketing and establishing policy and future directions for the wine industry in Ontario. It acts as a liaison and coordinating body between Ontario wineries, grape growers, and government groups.</p> <p>Membership in the WCO is open to all commercial producers of wine in Ontario, with the criteria that a member must be an Ontario resident and the winery must be located in the province. The Wine Council represents 72 winery properties in Ontario.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>For more information contact: Wine Council of Ontario 110 Hannover Drive, Suite B205 St. Catharines, Ontario L2W 1A4 905-684-8070 ext. 221 Fax 905-684-2993 Website: www.winesofontario.ca</p>
<p>Wine Country Ontario</p>	<p>The Wine Council of Ontario has launched the most sweeping transformation of the industry’s consumer-facing brand since it started promoting Ontario wine and wineries in 1974. The new brand “Wine Country Ontario” allows for consumers to gain an immediate sense that a bottle of Ontario wine is not just a bottle of wine.</p> <p>“Our new brand is an expression of the entirety of the Ontario wine-country experience: how the wine tastes, where it’s made, how it marries with local food, and how it reflects the overall lifestyle of each region,” said Ed Madronich, Chair of the Wine Council and proprietor of Flat Rock Cellars. “It also unites us and solidifies the pride we share in developing and promoting our collective wine story.”</p> <p>With a fresh new look and consumer messaging, this compelling new brand evokes a sense of place and invites consumers to experience and learn why local tastes better.</p> <p>For more information visit www.winecountryontario.ca .</p>
<p>Touring Guide</p>	<p>Touring the province’s wine regions has never been so easy and fun thanks to the new 2009 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.</p> <p>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.</p> <p>The Official Guide to the Wineries of Ontario is a must-have for touring wine country. 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.</p> <p>Throughout the year, copies of the guide will be available at wineries and the LCBO. Visitors 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</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



<p>Activities on the Wine Trail</p>	<p>At Wineries:</p> <ul style="list-style-type: none"> - touring; tasting; purchasing; special events; dinners; markets; art galleries; dining; jazz concerts; Canadian music performances; Shakespeare in the vineyard; picnicking; - combination of winery and golf courses. - Icewine focus-extreme winemaking in extreme Canadian Winters. <p>Wine and Culinary</p> <ul style="list-style-type: none"> -endless experiences -buy local; fresh produce; pairings (likely and unlikely) -Chef seminars; tasting platters; cooking schools (Strewn) <p>Within Wine Country</p> <ul style="list-style-type: none"> - winetasting pavilions that feature more than one winery (Pelee Island) - Wine Routes; Culinary Trail; Wine and Culinary Routes (Prince Edward County-PEC); <p>Outdoor Enthusiasts</p> <ul style="list-style-type: none"> - bicycling; walking; hiking; carriage rides. <p>Shopping</p> <ul style="list-style-type: none"> - quaint shops (Niagara-on-the-Lake) to outlet malls (Niagara Falls) <p>Wine related Festivals</p> <ul style="list-style-type: none"> - Niagara Wine Festival, Niagara Icewine Festival, New Vintage Niagara; Niagara Wine Auction; Cuvee - Taste the Season; Wine and Herb - Shores of Erie International Wine Festival - passport programs within festivals encourage multiple visits and multiple events throughout the year. - Links with other festivals, such as food festivals; antique shows; historical events; Peach Festivals and more.
<p>Wine Country Events</p>	<p>Shakespeare in the Vineyard at Henry of Pelham, Niagara July 7, 8, 9, 14, 15, 16, 2011 A Midsummer Night's Dream: Come and enjoy one of Shakespeare's greatest plays while overlooking Henry of Pelham's beautiful vineyards. Wine and snack bar opens at 6:00 pm. Performance starts at 7:00 pm For tickets call 905-688-5550 ext 325 For more information visit: www.shakespeareinthevineyard.com</p> <p>The Grange Summer Series May 1 — October 15, 2011 This Summer Music Series featuring local artists will begin May 8th. For the summer The Grange will be presenting a free show by favourite local artists on the third Sunday of each month. Here's what's coming up:</p>

Chris Robison Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Drew Ackerman June 19th, Seventh Town July 24th, Penny Kitchen August 21st, Rett Wills September 18th Robert Keyes October 16th. For details http://grangeofprinceedward.com/category/events/upcoming Location: The Grange Winery 990 Closson Rd, Hillier ON Hours: 12:00pm - 4:00pm</p>
<p>The Wine Industry's Vital Statistics</p>	<p>Wine Industry's Contribution to Ontario's Economy: Sales (total retail value for 2007-2008): \$ 506 million Volume: 56 million litres Every bottle of Ontario wine sold in the province adds \$4.29 in added value to the Ontario economy. Every \$10 million in wine sales translates into \$13 million in economic activity in Ontario</p> <p>Employment Winery Operations 1,989 Winery Retail System 2,347 Grape Growing 1,022 Total Wine Industry-Related Employment 5,641</p> <p>Tourism Estimated number of visitors to wineries (per year) 1 million</p> <p>Wineries Number of wineries in Ontario (2005) 125 Number of grape-based wineries in Ontario (2005), all of which produce VQA Wine Council of Ontario 100+ Ontario wines' share of Ontario wine market 44%</p> <p>VQA Wines Retail value of VQA sales (2006) \$205.8 million Volume of VQA wines sold in Ontario (2006) 10.8 million litres Total volume of Icewine produced (2006) 406,239 litres Total volume of Late Harvest wines (2006) 95,874 litres The top grape variety for production: White Chardonnay (3.8 million litres) Red Cabernet Franc (1.4 million litres)</p>
<p>VQA</p>	<p>VQA stands for the Vintners' Quality Alliance:</p> <ul style="list-style-type: none"> • The VQA sets production, appellation and quality standards and regulations for fine wines in Canada. • VQA is to Canada what AOC is to France, DOC is to Italy and QMP is to Germany – quality control from the vineyard to the glass. • The VQA medallion is a guarantee of quality in Canadian wine production.

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<ul style="list-style-type: none"> • The VQA medallion on a bottle of Ontario wine means that the wine is made of 100% Ontario grown grapes.
<p>VQA Ontario</p>	<p>The driving force behind the quality wines that are produced in each of Ontario's wine regions is the dedication of the winemakers. This is demonstrated by their efforts to meet and surpass the high quality control standards and procedures established for fine wines by the Vintners Quality Alliance (VQA), an "Appellation of Origin" similar to those found in many other wine regions around the world.</p> <p>In addition to providing and maintaining standards for quality, the VQA also awards qualifying wines the right to display the VQA symbol on their bottles. Only wines that meet the VQA Tasting Panel's criteria are eligible to portray the symbol on their labels. Ontario VQA wines must be made entirely of the finest French hybrid and European grape varieties. Examples of the French hybrid and <i>Vitis vinifera</i> varieties include Chardonnay, Cabernet Franc, Cabernet Sauvignon, Baco Noir, Merlot, Pinot Noir, Vidal, Riesling and Gewürztraminer.</p> <p>Wines named after the grape variety from which they are produced (e.g. Chardonnay or Cabernet Sauvignon) must contain at least 85 per cent of the named variety, and have the character of the grape varietal, as determined by an independent panel of experts. The Tasting Panel consists of some of the most knowledgeable and highly trained tasting experts in Canada.</p> <p>In April 1999, the VQA Act was passed in the Ontario legislature enshrining VQA's strict quality standards for fine wines into law. This was the fruition of over 10 years of hard work and commitment by Ontario winemakers.</p> <p>On June 29, 2000 the proclamation of the Vintners Quality Alliance Act took effect turning a voluntary standard-setting system into one that has the force of law. VQA Ontario (VQAO) has the legal authority to regulate the appellation system and establish, define and set quality standards for the Ontario wine industry. This brings the VQA system and its standards for quality into line with regulated appellation systems of France, Germany, Italy and other major wine regions.</p>
<p>Green Wine?</p>	<p>The Wine Council of Ontario (WCO) has launched an environmental sustainability program to ensure its members take a leadership role in this very important area. Narelle Martin, an environmental expert was hired to design the program/ The WCO is working with organizations like OMAF, the Grape Growers of Ontario and the Ministry of Environment to ensure the program has broad support. Niagara College is also partnering to assist in piloting the first phase of the program "Sustainable Winemaking Ontario - Environmental Best Practices for Wineries and Vineyards.</p> <p>Wineries with leadership in environmental sustainability:</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<ul style="list-style-type: none"> - Stratus: The first winery in North American to be granted Leeds Certification - Flat Rock Cellars: Environmental stewardship from vines to wine - Frog Pond Farm: The only winery in Ontario certified as organic
<p>Wine and Cuisine</p>	<p>Wine Country Cooking School The Wine Country Cooking School - located within Strewn, an estate winery minutes from the beautiful town of Niagara-on-the-Lake - is a unique culinary experience for recreational cooks. As Canada's first winery cooking school, the school focuses on the relationship between food and wine. But they also showcase the abundance of fresh products grown in the region by featuring them in recipes and menus that reflect the seasons. For more info: http://www.winecountrycooking.com</p> <p>Savour the Sights A truly unique wine and food experience at Jackson-Triggs Niagara Estate Winery: Enjoy an epicurean experience including five courses of fine food created by The Good Earth throughout picturesque locations in this award-winning winery. Food and wine will be savoured in many locations throughout the night from the Great Hall to the vaulted Barrel Cellar with a sweet ending in the Estate Lounge.</p>
<p>Planning Your Trip</p>	<p>When to go? Any time! Wineries are open year round and each season brings its own special rewards.</p> <p>Summer— This is a very lively time in wine country. There are plenty of festivals and events to keep you busy. And there's nothing quite like the pleasure of ending a full day sipping a lovely wine on a patio overlooking lush vineyards.</p> <p>Fall— Autumn is a magical time in Ontario. Come and see the brilliant colours and bountiful harvest that inspires acclaimed wines and regional cuisine.</p> <p>Winter— You might assume the winter months would be a slow time for wineries, but nothing could be further from the truth. Come and watch as the frozen grapes are harvested to make the world's most renowned Icewines. You can also visit dozens of winery restaurants for gorgeous holiday menus.</p> <p>Spring— The start of new life. This season brings greenery of every shade, blossoming orchards and new vintages. It also brings the start of a very busy season of outdoor events and festivals.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



Book accommodations ahead— It's a good idea to reserve a place to stay in advance of your trip, especially in the summer. If you're travelling to the Niagara Peninsula, which has over 40 wineries, consider breaking up your visit with an overnight stay.

Look for special events— There are plenty of events around which you might plan your trip. There are music festivals, live theatre and much more. This site has a complete listing of all regional events in the calendar section. Also keep an eye out for special winery events which can include food and wine tastings, cooking classes, and educational seminars. Often, space is limited and must be booked ahead of time.

Try a Tour Package — There's so much going on in wine country, you might want to try a pre-packaged tour to be sure you're hitting all the hotspots. For example, The Shaw Festival offers some spectacular wine country getaways. For more information on the dozens of available packages contact the individual wineries, hotels, inns, B&Bs, cooking schools and tour companies listed.

Bring a cooler — You'll need a good place to store any wines you might buy. Many small wineries do not distribute their wines at the LCBO (due to limited production) so it's a good idea to buy a few bottles at the winery boutique. A cooler helps keep wines cool on a hot day.

Pace yourself — You can realistically expect to visit 4 or 5 wineries in a day.

Designate a driver — You'll be sampling some excellent wines throughout the day, so be sure to pick a designated driver. You may prefer to contact a tour company and spend the day with an expert guide who will take you to several wineries. In Niagara-on-the-Lake a step-on-step-off service is available and several wineries provide shuttle buses.

Mix it up — Try to visit both large and small wineries. Cottage wineries offer an intimate experience and insight into the workings of a family estate. You'll also get to taste premium VQA wines that are only available at the winery.

Hours of operation — With some exceptions, wineries usually open at 10 or 11 am and close from 5 pm through early evening. Hours can change seasonally so it's best to call ahead or visit the winery website.

Guided tours — Tours are led by well informed winery staff, who will

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>lead you through the winemaking process from the vineyard to the bottling stage. Guided tours are complimentary at some wineries, others charge a small fee. Most tours conclude with tastings at the winery boutique.</p> <p>Tour hours — Hours vary from winery to winery. Larger wineries usually offer guided public tours hourly or several times a day. Smaller wineries may offer one daily tour or by appointment only. Self-guided tours are available at a few wineries during operating hours. Again, check with each winery.</p> <p>Don't wear perfumes or chew gum — You need to be able to smell and taste the wine without interference. Most wineries even provide bread and water to help cleanse your palate between tastings.</p> <p>Spit it out, nobody minds — If you're visiting several wineries feel free to pace yourself and spit or dump out the wine you're tasting into the buckets provided. Ontario Law limits you to four 1-oz. samples of wine per tasting.</p> <p>Try to stop for a quick bite between each winery visit at a winery restaurant or café along the way.</p> <p>Ask lots of questions — This is the most important piece of advice you'll get. The winery staff is extremely knowledgeable about their products and wines in general. Ask about age-ability and food and wine pairings.</p>
<p>Top 10 Tips</p>	<ol style="list-style-type: none"> 1. Designate a driver who will not consume alcohol or hire a driver for the day. 2. Don't rush. Plan to visit no more than four to five wineries in a day. 3. Don't feel you have to drink every ounce that's poured. It's appropriate to spit out or dump a wine (there are buckets for just this purpose). Ontario law restricts you to four ounces per winery. 4. Don't taste wine on an empty stomach. Food helps to metabolize alcohol. 5. Avoid wearing anything with a strong scent. Smell, the wine's bouquet, is fundamental to enjoying the taste of wine. And don't chew gum. It will affect the taste of the wine. 6. While touring you'll get to taste wines that are available only at the

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>winery. When you find one you like, buy several bottles. Bring a cooler or, better yet, have the wine shipped to your home.</p> <p>7. Don't be afraid to ask questions. If you don't know the difference between Pinot Noir and Merlot, just ask! Winemakers are only too happy to explain.</p> <p>8. Bring a pocket notebook to record wines you enjoyed.</p> <p>9. Stop the car! Take the time to enjoy other places of interest that catch your eye.</p> <p>10. Have fun!</p>
<p>Featured Winery – Colio Estate</p>	<p>Colio Estate Wines From its humble beginnings in 1980, Colio Estates Wines has brought attention and respect to the bountiful VQA region of the "Lake Erie North Shore". Colio has a tradition of award-winning viticulture and winemaking that blends experience, modern innovation and a passion that is reflected in every product they make. In 1980, Colio was granted the first winery license since prohibition in a region that was once the largest grape growing area in the country. At 42.02 north latitude, these 200 acres of vineyards in Colchester, Ontario are parallel with Northern California and Tuscany in Italy. Vine-friendly soils, southwest winds, southern exposure to the lake and one of the longest growing seasons in the country are unique attributes that have catered to the winery's success and rekindled a viticultural interest in this VQA designated area.</p> <p>Location: 1 Colio Drive, Harrow N0R 1G0 1-800-265-1322 www.coliowinery.com</p> <p>Winemakers: Tim Reilly, Chris Frey</p> <p>Hours: May 1 - Dec 27: Mon. to Sat. 10 a.m. - 6 p.m. Sun. 10 a.m. - 5 p.m. Dec 28 - April 30 Mon. - Sat. 10 a.m. - 5 p.m. Tour Hours: Daily at 1 p.m., 2 p.m. and 3 p.m</p>
<p>Featured Winery – Cave Spring</p>	<p>“The house that Riesling built,” Cave Spring Cellars stands at the centre of the picturesque village of Jordan, though its vineyards are a few kilometres west on the Beamsville Bench. The Pennachetti family expresses the terroir of these limestone-based soils in their premium, mature-vine CSV and Estate wines. Eight Riesling styles by veteran winemaker Angelo Pavan – from sparkling to brilliant Icewine – are elegant and exemplary, and Chardonnay also excels. Taut Pinot Noir, Gamay and Cabernet Franc embrace the cool-climate spirit of Niagara reds. Well-aged 2004 Brut sparkling wine and red La Penna made from dried grapes are the most recent additions. Enjoy the full range while</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>dining – and staying at the winery’s Inn on the Twenty. Location: 3836 Main Street, Jordan L0R 1S0 905.562.3581 www.cavespring.ca Winemaker: Angelo Pavan Hours: June-mid-Oct., Daily 10 am-6 pm; Mid-Oct.-May, Sun.-Thu. 10 am-5 pm Fri.-Sat. 10 am-6 pm Tour Hours: June-Sept., Daily 3 pm; Sept.-May, Sat.-Sun. 3 pm</p>
<p>Featured Winery – Closson Chase</p>	<p>Viticulturalist and winemaker Deborah Paskus was among the first to plant in the County’s tough limestone soils, founding Closson Chase in a big purple barn in 2000. But it would take almost a decade to boost her organically farmed acreage to 13 hectares and open a small, modern winery nearby, supplementing production with labels from prime Niagara sites. Paskus is a Chardonnay specialist, making bold, layered, rich Chardonnays; long-aged in barrels, they aim at Burgundy’s top whites. Low-yield, and equally complex, Pinot Noir is the red partner, with small amounts of rosé and unoaked (sans chêne) Chardonnay. The barn is now the tasting room, with local-art space adjoining an engaging organic garden. Location: 629 Closson Road, Hillier, ON K0K 2J0 613-399-1418 www.clossonchase.com Winemaker: Deborah Paskus Hours: Apr. 15-Nov. 30, Mon.-Thu. 11 am-5 pm, Fri.-Sun. 10 am-6 pm Dec. 1-Apr. 14, Weekdays by appointment, Sat.-Sun. 11 am-5 pm Tour Hours: By appointment</p>
<p>Featured Winery – Huff Estates</p>	<p>In 2004, County-born Lanny Huff opened his modest, modern winery at a crossroads in the centre of the County; he installed a young French winemaker named Frédéric Picard, who began crafting refined, elegant Chardonnay, Pinot Gris, Riesling and Merlot-based reds from vineyards in South Bay, nearer Lake Ontario. Accolades came quickly, as did expansion. The fine Inn at Huff Estate opened in 2006, followed by the popular Oeno (art) Gallery in 2009. The patio is a great place for light meals and occasional concerts. Huff also launched the County’s first traditional-method sparkling wine, a style with a great future in the County. Location: 2274 County Road 1, Bloomfield K0K 1G0 613-393-5802 www.huffestates.com Winemaker: Frédéric Picard Hours: Daily 10 am-6 pm Tour Hours: By appointment or by chance</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



**Special Feature:
Icewine**

Icewine is Ontario's flagship product. The rarest and most treasured of Ontario's wines is the luscious, intensely flavoured Icewine. Ontario is the only wine-producing region with a winter cold enough to guarantee an Icewine crop each year. As well, no other wine-growing region in the world produces Icewine with such consistency and quality.

Icewine originated in Europe two centuries ago when the farmers of Franconia were hit by a sudden and unexpected winter frost. Instead of discarding their frozen grapes, the farmers went ahead and made wine. The result was a small quantity of honey-sweet liquid with balancing acidity unlike anything they had ever produced. Called Eiswein, it was considered a treasure; however, conditions for its production in Europe remain elusive.

Ontario, on the other hand, is blessed with a cold winter climate that ensures Icewines can be made consistently year after year. According to VQA guidelines for the production of Icewine, which are carefully monitored for total quality assurance, temperatures must dip to -8 degrees Celsius or lower before the harvest can begin to ensure that the grapes are naturally frozen solid during pressing. A host of VQA standards ensure the excellence of Ontario Icewine.

Each autumn, select vineyards are left unharvested so that the grapes will freeze naturally on the vines. Cold temperatures are essential in the production of Icewine. The colder the grape, the sweeter the juice. When the temperature dips below zero, the water in the grapes freezes leaving a small amount of pure juice with high concentrations of sugar and acidity. At the normal autumn harvest, grapes are approximately 80% water.

The berries, frozen nearly solid, are then handpicked and pressed, with the unfrozen portion of the grapes' juice trickling slowly to the tray. This rich yellow-gold pure juice is highly concentrated in natural sugars and acidity and, when fermented, creates nectar of intense flavour.

Grape growers in Ontario take a big risk by leaving the fruit on the vine after the usual September harvest. Bunches of sweet grapes fall prey to birds and animals. Rain can cause bunch rot, and wind and hail can strip the fruit from the vine. For these reasons and because grapes must be handled with care, Icewine is comparatively expensive. The result is wonderful and intensely sweet but the process is painstaking and fraught with difficulties.

Ontario is recognized as producing the world's finest Icewine consistently winning top awards at prestigious wine competitions. Icewine is currently produced by more than 70 wineries in Ontario. The production for 2003 was 437,671 litres from 3,372 metric tonnes and in

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>2002 was 627,000 litres from 4,089 metric tonnes, an increase of 29 percent over 2001's 364,000 litres of Icewine juice. It used to be one of the best kept secrets of the wine world, but since 1991, when the Inniskillin Vidal Icewine 1989 won the Grand Prix d'Honneur at Vinexpo in Bordeaux, it is now firmly established among the elite of wines in the world. Because of its rarity, Icewine is much sought after by international connoisseurs.</p>
<p>More About Icewine</p>	<p>There is a mystique and romance that's grown up around Icewine. It's called Canada's "liquid gold", receives critical acclaim, wins gold medals in international competitions and commands high prices. It has acquired the status of being the flagship product that has made the world take notice of Ontario winemaking. Still, for all its fame, many consumers have only a vague understanding of what differentiates Icewine from other wines, when it should be served and with what foods (is it just a dessert wine?), and why it is expensive.</p> <p>The story of Icewine is for many Canadians a source of pride. When consumers hear how Icewine is made, why Ontario's wine regions are exceptionally well suited for Icewine, and the international attention these wines have received they are intrigued and keen to try it.</p> <p>A Little Bit of History</p> <p>It is said that Icewine was accidentally discovered in Germany in 1794 by farmers trying to save their grape harvest after a sudden frost. In the 1980s, perceptive vintners recognized that Ontario's cold winters would provide the perfect conditions for producing exceptional Icewine. The rest, as they say, is history.</p> <p>In 1991, Inniskillin entered its 1989 Vidal Icewine at Vinexpo in Bordeaux where it won the Grand Prix d'Honneur and the world's attention. Since that time, Ontario's Icewines have been unrivalled on the world stage. Year after year, they bring home gold medals and critical acclaim from the most prestigious international competitions.</p> <p>What is Icewine and How is it Made?</p> <p>Icewine is a dessert wine renowned for its intense flavours, rich bouquet and unsurpassed smoothness. It is produced from grapes that have been left on the vine after the fall harvest. When temperatures dip to -8°C (or lower) the frozen grapes are handpicked and pressed immediately to carefully release a thick, rich, yellow-gold liquid, highly concentrated in natural sugars and acidity.</p> <p>VQA Requirements for Icewine</p> <p>Production must be monitored by a VQA-appointed agent who will stop the harvest once the temperature rises above -8°C. It must be produced as a varietal from approved grapes.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



The grapes must be naturally frozen on the vine and harvested and pressed in a continuous process while the air temperature remains at or below -8°C.

100 per cent of the grapes must be grown within a viticultural area, which must be indicated on the label.

The average sugar level of the juice used must reach at least 35° Brix (Brix is the measurement of sugar in grapes) and both the alcohol and residual sugar in the finished wine must result exclusively from the natural sugar of the grapes.

Why is Ontario the World's Major Producer of Icewine?

To produce Icewine, summers must be hot and winters must be cold and sharp. Of all the wine-producing regions in the world, only Ontario has a winter climate sufficiently cold to ensure an Icewine crop in most years. Icewine is currently produced by 60 wineries in Ontario. Even Germany cannot produce an Icewine every vintage.

Why is Icewine So Expensive?

The production of true Icewine is risky. Icewine producers leave select vineyards unharvested and wait for winter to set in. The fruit left on the vine after the normal fall harvest is vulnerable to rot, ravaging winds, hail, hungry birds and animals.

The making of Icewine is labour intensive. In order to ensure that the grapes are harvested when frozen solid, a trained workforce must be available to go out into the vineyards in the middle of the night at temperatures below -8°C to pick the frozen grapes by hand. The grapes must be pressed immediately while they are still frozen.

Yields are small. It takes about 3.5 kilograms of Riesling grapes or three kilograms of Vidal grapes to produce one 375-millilitre bottle of Icewine. The same amount of grapes would produce six to seven times as much table wine.

Which Grape Varieties Are Used for Icewine?

The majority of Icewine continues to be made from Riesling and Vidal. Riesling produces an Icewine with more acidity than Vidal.

Other varieties used include Gewürztraminer, Cabernet Franc, Merlot, Pinot Gris, Chardonnay, Muscat Ottonel, and Gamay.

Newer variations to look for: sparkling Icewine and other varietals.

Icewine — Not Just a Dessert Wine

If you're serving Icewine with dessert, make sure the dessert is less sweet than the Icewine (try fruit-based desserts such as peach cobbler, cheesecake or unsweetened fruit pies).

Serve as a starter with pâté or foie gras.

Enjoy anytime alongside fresh fruit and young, soft cheese.

And, it's superb all by itself.

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



Some Serving Tips

Chill Icewine in an ice bucket for 15 minutes or refrigerate for two hours before serving.

Serve Icewine in a traditional white wine glass to fully enjoy the rich, full bouquet.

Allow 1.5 ounces per person.

Once opened, Icewine will keep for several weeks if sealed in the refrigerator.

Imitations Are Not the Same

There's a growing market in fake Icewine (particularly in Asia), as producing the real thing involves financial risk and intensive labour. It's cheaper and easier to freeze grapes artificially, use concentrate, and sweeten or fortify wines. But the result is a poor imitation. To distinguish the real from the fake, look for the word "Icewine" to be spelled as a single word and make sure the VQA logo is properly displayed on the bottle. "Icewine" is a registered trademark in Canada and can only be used by producers of VQA-approved Icewines.

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.