

NIAGARA ICEWINE *festival*

PRESS RELEASE

Attempt to break Guinness World Records™ record in Wine Country Ontario

Largest Wine Flute to be filled with Ontario Icewine (For Immediate Release)

Niagara, Ontario (January 7th, 2011) – At 4pm on January 14th, 2011 in Niagara, Ontario, Canada, on the eve of Wine Country Ontario's annual Niagara Icewine Festival and celebrations, the Wine Council of Ontario will attempt to break a Guinness World Records™ record for the Largest Wine Flute using Ontario Icewine.

Over 30 Ontario winemakers and/or winery proprietors will assist in filling an upscale version of an Icewine flute modeled on a design by Riedel – the original creator of the Icewine Glass. Standing almost 4' tall, it is anticipated that the flute will be filled with more than 18L of Ontario Vidal and Riesling Icewine.

A Guinness World Records™ Adjudicator will travel from NYC to the Niagara wine region of Ontario, Canada to witness the attempt. Spectators are invited to share in the excitement starting promptly at 4pm in the Foyer of the Grand Ballroom at the Fallsview Casino Resort. Once filled, the flute will stay on display during the evening of January 14th, 2011 for the Icewine Festival Gala where attendees will be able to have the opportunity to take a memorable photograph with the flute.

"Ontario is the global leader for Icewine and breaking a Guinness World Records™ record using Icewine is a fun way to get people excited about this Ontario treasure," said Ed Madronich, Chair of the Wine Council of Ontario and proprietor of Flat Rock Cellars. "Wine Country Ontario is also a unique wine region and travel destination in that we celebrate during the winter months with numerous wine and culinary activities surrounding the Niagara Icewine Festival."

A live video feed of the event will be available for viewing on www.winecountryontario.ca starting at 4pm, January 14th, 2011. For more information on the Niagara Icewine Festival and Gala visit www.niagarawinefestival.com.

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 trademark of the Wine Council of Ontario, a non-profit trade association that promotes Ontario's vintners and the unique qualities of our authentic, 100% VQA wines.

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