



FOR IMMEDIATE RELEASE

sip & Savour Ontario/Ontario Wine Week

Tuesday, June 23, 2009

Ontario Has Gone Local *for the home-grown VQA wine & food experience*

sip & Savour Ontario, June 16th, 2009 - The Distillery Historic District – sip & Savour Ontario rolled out the green carpet this week as 10 Chefs, 35 wineries, 4 keynote speakers and celebrities Kevin Brauch and Tony Aspler, joined forces to promote Ontario VQA wine and local food. Despite the economic downturn, the support for sip & Savour Ontario was overwhelming this year as more than 800 wine and food lovers, media and trade revelled in a day dedicated to Ontario's culinary experience.

The day kicked off with an exclusive industry luncheon where keynote speakers discussed the benefits of supporting local foods, bio-dynamic vineyards and VQA wines in the restaurant industry today. Discussing their role in Ontario's local wine and food industry, select trade and media indulged in a 4-course luncheon paired with Ontario VQA wines, created by top up-and-coming Toronto chefs. After the luncheon, guests were joined by colleagues and like-minded industry professionals for a walk-about tasting of 35 wineries, highlighting Ontario Wine Awards medal-winning wines.

As the day turned into night, the event switched gears and the doors opened to the public. Immersed in home-grown excellence, wine enthusiasts and experts alike sipped and savoured VQA wines, while indulging in regional cuisine prepared by 10 accredited Savour Ontario Chefs. This extraordinary collection of talented Chefs, entertained and educated the crowds with live culinary demonstrations and informal chef chats. Their outstanding regional cuisine was paired with select VQA wines, and the event successfully showcased Ontario's freshest ingredients.

Guests also had the opportunity to get up close and personal with Ontario's finest winemakers, sommeliers and winery representatives. In addition to tasting the Ontario Wine Awards Red Wine of the Year, Vineland Estates 2005 Reserve Cabernet Merlot and White Wine of the Year, Thirty Bench Riesling 2007, consumers had the chance to mix and mingle with the Ontario Wine Awards Winemaker of the Year, Thomas Bachelder of Le Clos Jordanne, as well as Ontario Wine Awards founder, Tony Aspler.

Celebrations continued through-out Ontario Wine Week as 32 participating restaurants took place in sip & Savour Ontario promotions, showcasing Ontario local food and VQA wine on their menu's and wine lists. This successful restaurant promotion inspired the public to get out and about supporting their province and participating in the local food and VQA wine movement. As Ontario's growing season approaches, going local has never been easier, or tastier. Continue to honour 'Ontario Wine Week' through-out the year and visit local wineries, LCBO's, farmers markets and participating sip & Savour restaurants. Ask about the variety of local excellence available fresh from Ontario's vineyards, farmlands and kitchens and love the land you live on. Cheers!

sip & Savour Ontario Trade Luncheon Participating Savour Ontario Chefs

The Harbord Room - Chef Cory Vitiello
Niagara Street Café - Chef Nick Liu
Victor Restaurant & Bar - Executive Chef David Chrystian

sip & Savour Ontario Participating Savour Ontario Chefs

Amuse-Bouche Restaurant – Chef Bertrand Alépée
Crush Wine Bar – Chef Michael Wilson
Globe Bistro – Chef Kevin McKenna
Pangaea Restaurant – Chef Martin Koupric
Veritas Restaurant - Chef Brad Long
EPIC Restaurant - Chef Ryan Gustafson
Frank Restaurant/AGO - Chef Anne Yarymowich
The Old Mill Inn & Spa - Chef Tim Dunnill
Six Steps Restaurant - Chef Ben Denham
reds Bistro - Chef Michael Steh

Participating Ontario VQA Wineries

Alvento Winery
Black Prince Winery
Calamus Estate Winery
Caroline Cellars Winery
Cattail Creek Estate Winery
Château des Charmes Winery
Colio Estate Wines
Coyote's Run Estate Winery
Creekside Estate Winery
Dan Aykroyd Wines / Lakeview Cellars / EastDell Estates
Fielding Estate Winery
Flat Rock Cellars
Hidden Bench
Hillebrand Estate/Trius
Inniskillin Wines
Jackson-Triggs Estate Winery
Kacaba Vineyards
Konzelmann Estate Winery

Lailey Vineyard Wines
Le Clos Jordanne
Legends Estates Winery
Mike Weir Wine
Palatine Hills Estate Winery
Pelee Island Winery
Peller Estates Winery
Pillitteri Estates Winery
Ravine Vineyard Estate Winery
Riverview Cellars Winery
Rosewood Estates Winery
Southbrook Vineyards
Stonechurch Vineyards
Strewn Winery
Thirty Bench
Vineland Estates Winery
Wayne Gretzky Estate Wines

2009 Ontario Wine Awards Sponsors

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Crush Wine Bar & Restaurant
Luxor Realty Inc.
The Distillery Historic District
Ottawa Wine & Food Show
The Watering Can Flower Market
The Stonemill Bakehouse Ltd.

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Ontario Has Gone Local - for the home-grown VQA wine & food experience

We thank the following participating restaurants for their outstanding support of Ontario VQA wine and local food during Ontario Wine Week sip & Savour Ontario promotions and beyond.

Alize Restaurant

www.alizerestaurant.com

Allen's

www.allens.to

Alleycatz Restaurant Jazz Bar

www.alleycatz.ca

Ambassador Chinese Cuisine

www.ambassadorcc.com

Amuse-Bouche Restaurant

www.amuseboucherestaurant.com

Art Square Gallery & Café

www.artsquarecafe.ca

Benmiller Inn and Spa

www.benmiller.on.ca

Bluestone Bistro

www.thebluestonebistro.com

Caju Restaurant

www.caju.ca

C'est What? Brew/Vin Pub Restaurant

www.cestwhat.ca

Cowbell

www.cowbellrestaurant.ca

Deerhurst Resort – Eclipse

www.deerhurstresort.com

Eddington's of Exeter

www.eddingtons.ca

Empire Court Asian Cuisine

www.empirecourt.com

La Bruschetta Restaurant

www.labru.ca

Liberty Bistro

www.libertybistro.ca

Magic Oven

www.magicoven.com

Olivia's at Fifty-Three | Restaurant & Micro-winery

www.oliviasat53.com

PORT Restaurant

www.portrestaurant.ca

Rossini

www.rossini.701.com

Sarah's Cafe and Bar

www.partywithus.ca

Spacco Restaurant Bar

www.spacco.ca

Stone Road Grille

www.stoneroadgrille.com

The Drake Hotel

www.thedrakehotel.ca

The Foxes Den Bar & Grill

www.foxesdenbar.com

The Local Company

www.localco.ca

The Superior

www.superiorrestaurant.com

TRIO

www.novotelottawa.com/trio_restaurant

Tundra Restaurant

<http://tundra.sites.toronto.com>

Veritas - Local Fare

www.veritaslocalfare.com

Vertical Restaurant and Bar

www.verticalrestaurant.ca

Zee Grill

www.zeegrill.com

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For more information and photographs please contact:

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Ontario Wine Awards

Tony Aspler, one of Canada's most acclaimed wine writers, founded the Ontario Wine Awards in 1995. His vision was to catapult Ontario VQA wines into the most successful, most revered wines available to domestic and foreign markets by recognizing and promoting the top Ontario wineries for the quality product they produce. "Our mission is to provide recognition for outstanding Ontario wines and to the men and women who are dedicated to producing a superior product," explains Tony Aspler. "These awards enhance the profile of Ontario wines in the world market, opening doors to new opportunities for Ontario wineries."

Savour Ontario a Program of the Ministry of Agriculture, Food and Rural Affairs

The Savour Ontario dining program is part of Ontario's Pick Ontario Freshness strategy to encourage and assist consumers in choosing locally grown and produced foods. The Savour Ontario dining program promotes the fresh, high quality foods of Ontario by assisting consumers in identifying Ontario foods on menu. The Savour Ontario website at www.savourontario.ca promotes fine and vacation dining restaurants with a searchable index of restaurants from across the province that prominently feature Ontario foods on their menu.

About The Forefront Communications Network Inc.

Forefront Communications is an acknowledged full-service marketing and communications company specializing exclusively in the beverage alcohol industry. To date, Forefront has served such clients as; Brewers Association of Canada, Fruit Wines of Canada, Pacific NW Wine Coalition, Wines of Chile, SOPEXA, Tetra Pac, Wines of New York, Wine Institute of California, Wine Council of Ontario, United States Department of Agriculture, Wines of South Africa, Trade Commission of Spain, Distillers Corp. and Pernod Ricard S.A. forefrontcom.com



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