



FOR IMMEDIATE RELEASE

sip & Savour Ontario
Wednesday, June 2nd, 2010

**Raise Your Glass to Homegrown Goodness!
Celebrate Ontario VQA Wines and Locally Inspired Cuisine**

Thursday, June 17th, 2010 - Pantages Hotel Toronto Centre - Supporting your local economy is not just about being trendy; it's a lifestyle that lends itself to great taste! The unique climate and geography of Ontario's Green Belt offers perfect growing conditions for one of Canada's most diverse and bountiful agricultural regions. With the early arrival of summer, Ontario's local farmers are busy keeping up with this year's produce. There is no better time or place to experience the excitement, and show your support, at Toronto's leading local tasting event.

sip & Savour Ontario is the hottest localvoire event of the season that showcases some of the provinces most outstanding VQA certified wines paired with the freshest in local produce. This year, sip & Savour Ontario will be showcasing 26 award-winning Ontario wineries that will be pouring and pairing their wines with a delectable selection of regionally prepared foods by top industry Chefs.

Included among this years featured chefs are local celebrities Chef Jason Parsons of Peller Estates Winery Restaurant and Toronto's own Chef Brad Long of Veritas Restaurant and the HGTV hit series, Restaurant Makeover. These and other participating Chefs and fine restaurants will be showcasing their creative affinity for freshness while showing their support for the local food movement.

In 2009, more than 400 wine and food lovers made their way to The Distillery Historic District to celebrate sip & Savour Ontario. This year, sip & Savour Ontario, in partnership with Pantages Hotel Toronto Centre, will be bringing the wonders of Ontario wine and food to Toronto for an evening dedicated to indulgence and gastronomical support for Ontario's wine and food industries.

In partnership with the Ontario Wine Awards, sip & Savour Ontario are inviting both journalists and consumers to play a role in this delightfully inspiring culinary experience.

Thursday, June 17th, 2010

sip & Savour Ontario
Pantages Hotel Toronto Centre
200 Victoria Street, 3rd Floor
Toronto

For more information, and to purchase tickets, please visit sipandsavourontario.ca

Participating Chefs

Executive Chef Jason Parsons
Peller Estates

Chef Michael Wilson
Crush Wine Bar

Chef Tim Dunnill
The Old Mill Inn & Spa

Chef Brad Long
Veritas Restaurant

Chef Anne Yarymowich
Frank Restaurant / AGO

Participating Ontario VQA Wineries

Alvento Winery
Calamus Estate Winery
Château des Charmes
Coyote's Run Estate Winery
Creekside Estate Winery
Fielding Estate Winery
Five Rows Craft Wine of Lowrey Vineyards
Flat Rock Cellars
Henry of Pelham Family Estate Winery
Huff Estates Winery
Jackson-Triggs Niagara Estate Winery
Konzelmann Estate Winery
Lailey Vineyard

Mike Weir Wine
Nyarai Cellars
Pelee Island Winery
Peller Estates
Pillitteri Estates Winery
Riverview Cellars Winery
Rosewood Estates Winery
Sandbanks Estate Winery
Southbrook Vineyards
Sue-Ann Staff Estate Winery
Tawse Winery
Vineland Estates Winery
Wayne Gretzky Estate Wines

2010 Ontario Wine Awards Sponsors

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The Wine Establishment
Crush Wine Bar
Ottawa Wine & Food Show

Ontario Wine Week – June 13th to 19th, 2010

Officially declared by the provincial government in June 2005, every third week in June has been proclaimed Ontario Wine Week. This act helps to solidify the recognition of wines produced in Ontario and further insures the continued success of the Ontario Wine Awards and surrounding events such as sip & Savour Ontario.

sip & Savour Ontario Consumer Tasting – June 17, 2010

An evening dedicated to Ontario's Finest VQA Wines and Regional Cuisine

In the traditions of all great culinary regions, there are strong ties between regional wine and cuisine. This year, we will once again be showcasing this great tradition here in Ontario. The public will be able to experience and celebrate Ontario wine and food firsthand at sip & Savour Ontario on June 17th at the Pantages Hotel Toronto Centre from 7:00 pm to 9:30 pm. Some of Ontario's top chefs will bring the best and freshest foods Ontario has to offer.

sip & Savour Ontario Trade Tasting – June 17, 2010

Featuring 2010 Ontario Wine Awards medal-winning wines, sip & Savour Ontario hosts a trade tasting in the afternoon prior to the consumer event. Join us Thursday, June 17th, 3:00 pm to 5:30 pm at the Pantages Hotel Toronto Centre for an engaging walk-about tasting of the finest VQA vintages. This event caters to restaurateurs, sommeliers, wine/food writers and LCBO/VINTAGES personnel. Please register online at www.sipandsavourontario.ca/trade.

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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."

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, Beverage Brands UK Ltd., 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, Whitehall Agencies Inc., Trade Commission of Spain, Distillers Corp. and Pernod Ricard S.A. – www.forefrontcom.com