



International Cool Climate
Chardonnay Celebration
July 22-24, 2016

TICKETS ON SALE NOW
COOLCHARDONNAY.ORG
905.401.2023
@coolchardonnay | #i4C16
#iLIVEchardonnay

FOR IMMEDIATE RELEASE

Chardonnay – and cool climate red wines – featured at 6th annual international event this July

This year Cool Climate Chardonnay shares the spotlight with Pinot Noir, Cabernet Franc and Gamay.

NIAGARA, ON - Over the past five years over 23,000 bottles of Chardonnay from 160 wineries around the world have been poured at the International Cool Climate Chardonnay Celebration. This year's 6th annual event brings together over 100 of the world's most exciting cool climate Chardonnays, and for the first time in the event's history, a selection of cool climate red wines will share the spotlight with the star of this event.

On July 21, winemakers from 9 countries will congregate in Niagara for the annual International Cool Climate Chardonnay Celebration (the i4C+). This three-day festival of cool climate wine and culinary excellence has inspired a yearly pilgrimage of wine-lovers, media and producers of the world's best cool climate Chardonnay to the vineyards of Niagara. New this year, guests will have the opportunity to taste Pinot Noir, Cabernet Franc and Gamay at the signature events.

"We are excited for guests of the i4C to have an even more extensive weekend celebrating cool climate wines at this year's event", said Suzanne Janke, Chair of the i4C Association and Director of Hospitality at Stratus. "Chardonnay is the ideal grape to showcase the distinct elegance of cool climate wines and has helped to put Ontario on the map internationally as a premium wine producing region. While Chardonnay remains the focus, the time is right for guest and media to experience other telling cool climate varieties. As such, Pinot Noir, Cabernet Franc and Gamay will make 'guest appearances' throughout the weekend".

Award-winning wine writer and author Ian D'Agata will be the keynote speaker this year, and will share his perspectives on cool climate wines and Canada's role in the category during his address at Friday's School of Cool series. "In a relatively short time span, the i4C has become the industry leader with respect to quality conferences on Chardonnay. This is a matter of no small importance, as Canada's cool climate Chardonnay bottlings are world class and the country deserves to have a place on the world stage..." said the Contributing Editor for Decanter Magazine and writer at Vinous.com.

The feature event of the weekend is the Cool Chardonnay World Tour, the only event of the weekend where all 111 Chardonnays are available to taste and are poured by their makers. Following this Grand Tasting, the culinary "dream team" of Niagara's top vineyard chefs- including Jason Parsons (Peller Estate Winery Restaurant), Frank Dodd (Trius Winery Restaurant), Craig Youdale and Tony DeLuca (Canadian Food & Wine Institute at Niagara College, Jason Williams (Inn on the Twenty Restaurant), David Sider (Restaurant at Redstone) and Roberto Fracchioni (Hockley Valley Resort) - will present an al fresco family-style feast in the beautiful courtyard at Ridley College. Sommeliers will pour a selection of Chardonnay, Pinot Noir and Gamay throughout dinner.

Flights of Chardonnay, hosted at the Niagara District Airport, launches the Friday night festivities with a new theme and feel. This evening will celebrate the international nature of the i4C and will offer up to sixty wines from 9 countries to taste, poured by their makers. This unique site, set in the heart of wine country, will be dotted with marché-style food stations from popular Niagara hot spots including Bolete, Backhouse, Tide & Vine Oyster Co., The Garrison House and more will be available throughout the evening.



International Cool Climate
Chardonnay Celebration
July 22-24, 2016

TICKETS ON SALE NOW
COOLCHARDONNAY.ORG
905.401.2023
@coolchardonnay | #i4C16
#iLIVEchardonnay

The weekend concludes with the perennial favourite event of i4C weekend – The Moveable Feast. The chefs at Ravine Vineyard invite their favourite artisan producers to join them amongst the vines, where we sip and bid a summer Sunday farewell to our international winemakers.

Tickets are on sale now starting at \$45.00. Full details are available at www.coolchardonnay.org

QUICK FACTS ABOUT THE I4C 2016:

- 2016 marks the 6th Anniversary of the International Cool Climate Chardonnay Celebration
- The dates for the 2016 event are July 22-24
- Ian D'Agata from *Decanter Magazine* and *Vinous.com* is the 2016 Keynote Speaker.
- In 2016 the i4C is featuring 158 wines from 61 wineries in 9 countries
- The 3-day Celebration is held at various winery and vineyard locations across Niagara. Signature events include:
 - Friday July 22 – School of Cool Wine & Viticulture Sessions (White Oaks Resort; \$95)
 - Friday, July 22 – Flights of Chardonnay (Niagara District Airport; \$45; food a la carte)
 - Saturday, July 23 – Saturday School of Cool (Niagara College, 5 x 1-hour seminars, \$25/seminar)
 - Saturday, July 23 – Explore Wine Country Ontario (ten events at wineries across Niagara)
 - Saturday, July 23 – Cool Chardonnay World Tour – Grand Tasting & Dinner (Ridley College, \$150)
 - Sunday, July 24 – Brunch on the Bench (Ravine Vineyard, \$75)
- Approximately 2500 guests are anticipated for the 2016 events
- 39 Ontario wineries are members of the i4C Association, including six new members in 2016
- Industry support from all key stakeholder groups in the industry: Wine Marketing Association of Ontario, Grape Growers of Ontario, LCBO, CCOVI at Brock University, Niagara College, Wine Council of Ontario, Winery Grower Alliance of Ontario, Canadian Vintners Alliance and the VQA.

-30-

The International Cool Climate Chardonnay Association is a not-for-profit group of 39 inspired Ontario winemakers and winery owners, devoted to the renaissance of Chardonnay. The International Cool Climate Chardonnay Celebration is generously supported by founding sponsors Wine Marketing Association of Ontario, the Grape Growers of Ontario and the LCBO|Vintages.

Media contacts:

Dorian Anderson

Event Director – International Cool Climate Chardonnay Association

dorian@coolchardonnay.org | 905-401-2023
@coolchardonnay, #i4C16, #iLIVEchardonnay

Magdalena Kaiser

Director of Public Relations, Marketing & Tourism
Wine Marketing Association of Ontario for "Wine Country Ontario"

magdalena@wmao.ca | 905-246-1922

PRESENTING SPONSORS:



Wine
Country
Ontario

LCBO
VINTAGES

