

MEDIA ADVISORY

INTERNATIONAL CHARDONNAY DAY – GLOBAL VIRTUAL TASTING

Thursday, May 26, 2016

The International Cool Climate Chardonnay Celebration (i4C) is inviting all winemakers – those pouring at the 2016 event and alumni – to join with wine media, sommeliers, cellar masters and wine lovers in a 24-hour celebration of the coolest grape on earth. An anticipated 20 cool climate regions from around the world will be represented via social posts featuring Chardonnay-centred images, tastings, reviews and anecdotes.

Since 2013, the i4C has represented “Team Canada” in this world-wide initiative, leading #chardday” and “i4C15” to trend on Twitter in 2013 and 2014 with single-day impressions reaching beyond 5 million each year. International Chardonnay Day also acts as the official launch of the i4C each year.

You will receive an online reminder on Tuesday, May 24th and we have attached a handy Quick Tip Sheet.

Happy Cool Climate Chardonnay Tasting!

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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. Event sponsors include Toronto Life, Fallsview Casino VISA Infinite, Riedel, CCOVI at Brock University and the Canadian Food & Wine Institute at Niagara College.

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QUICK TIP SHEET!

JOIN THE WINEMAKERS OF THE I4C FOR INTERNATIONAL CHARDONNAY DAY

THURSDAY, MAY 26, 2016
12:00 AM – 11:59 PM EST

- WHAT:** Virtual Global Tasting to celebrate International Chardonnay Day
- WHEN:** Thursday, May 26th (12:00am – 11:59pm)
- HOW:**
- 1) Sip and review chardonnay – any chardonnay – and post it on our social media outlets
 - 2) Post photos of chardonnay bottles, vineyards, clusters, barrels...
 - 3) Share stories of chardonnay – best/most memorable bottles, interactions with chardonnay producers
- WHERE:**
- 1) i4C social accounts:
 - Twitter @coolchardonnay
 - Instagram @coolchardonnay
 - Facebook - <https://www.facebook.com/#!/CoolChardonnayCelebration>
- HASHTAG #chardday #i4C16 #iLIVEchardonnay
- WHO:**
- 1) Winemakers and winery teams from participating and alumni i4C wineries, over 135 from 36 wine regions will be invited to participate
 - 2) Wine media, sommeliers and industry professionals
 - 3) Wine enthusiasts of all levels.
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