



For Immediate Release

A Wonderland of Wine Awaits

One ticket is all you need to indulge among hundreds of wines at Winefest

EDMONTON (February 16, 2017) The most anticipated wine event of the year is back! Sponsored by Sobey's Liquor and Safeway Wine & Spirits, Winefest will take place at the Shaw Conference Centre on February 17 and 18 for its ninth consecutive year. Edmontonians are invited to indulge their senses as they sip, swirl and savour an incredible selection of tantalizing wines and mouthwatering hors d'oeuvres, all with one ticket! Whether it's a spicy Syrah, bold Merlot, crisp Sauvignon Blanc or decadent Pinot Noir, guests can explore a vast selection of new-to-the-market wines and classic favourites.

Experts will be on hand to divulge all of their tasting tips and tricks. Featuring more than 260 wines from over 60 wineries across the globe, this year's event will showcase vino from 16 different countries, including: Holland, South Africa, Italy, Moldova, Argentina, Hungary, Mexico, Germany, Australia, Spain, Portugal, New Zealand and more. Escape to a wonderland of wine, where everyone from wine novices to experts can appreciate some vino while socializing in a casually refined atmosphere.

"Winefest takes guests on a fantastic tasting tour around the globe while staying right here in Edmonton" said Cathy Cook, Festival Director. "It's a great opportunity for wine enthusiasts to expand their palate, try new varietals, and taste from a selection of hundreds of wines from different countries and regions."

Tantalizing Details

There are hundreds of flavours to be savoured! Guests can sip their way through 65 new-to-the-market wines, such as Moana Park's Syrah and Tommasi's Casisano Brunello di Montalcino; the recently launched raspberry and strawberry fruit wines from Alberta's own Shady Lane Estate; the award-winning Say Yes Pinot Gris from Dirty Laundry Vineyard, the number one imported sparkling wine in the world - Freixenet's Cordon Negro Brut, and many more wow-worthy wines.

Nothing compliments a wine tasting like delicious gourmet hors d'oeuvres. Guests can sample their way through tasty nibbles that pair perfectly with the wines served. The Shaw Conference Centre and local food purveyors will be serving up an array of blissful bites. Indulge in Alberta's finest artisanal cheeses from The Cheesiry, flavourful olive oil from Nefiss Lezizz, decadent chocolates created by Master Chocolat and much more. With an assortment of savoury, sweet and spicy bites to be devoured, there's sure to be something to please all palates.

Upon arrival, guests will receive a keepsake Riedel wine glass and Tasting Notebook to help mark their favourites from the event. The People's Choice Awards are back to crown the top wines of Winefest 2017! Guests are encouraged to enter the world of wine and sip their favourites, then vote at the end of the event. One lucky voter will win a \$100 Sobey's Liquor / Safeway Wine & Spirits gift card. There are

eight categories to vote in, differentiated by wine type and price – ensuring a winner for every palate and budget! Attendees can also stop by the onsite Sobeys Liquor and Safeway Wine & Spirits Store to pick up their favourite finds.

Giving Back

Attendees are encouraged to bring a non-perishable food item or monetary donation to be donated to the Edmonton Food Bank. Winefest will be topping up monetary donations by 25 per cent and making every donation go further by contributing one dollar for each pound of food donated!

Private Industry & Trade Session

The Private Industry & Trade Tasting Session, sponsored by Connect Logistics, will occur on Friday, February 17 from 2-5 p.m. The Tasting Session will offer media and qualified hotel, restaurant and liquor store personnel the perfect opportunity to sip, sample and socialize. Industry and trade members can mingle with top wine agents and industry peers and sample from an incredible selection of nearly 300 tantalizing wines, including 65 new-to-the-market wines. Admission is granted with photo identification and two business cards; each trade member is permitted to bring *one* guest.

One ticket includes a sampling of wines from the world's most celebrated regions, delicious hors d'oeuvres and a keepsake wine glass. For more information on Winefest visit us at www.CelebrateWinefest.com.

Join the conversation on Facebook, Twitter and Instagram @Winefest and #Winefest2017.

For more information, please contact:

Media Inquiries

Ashlee Smith
Brookline Public Relations
Email: asmith@brooklinepr.com
Phone: 403-538-5641 x 111

General Festival Inquiries

Daytanya Fissell
Email: daytanya@celebratewinefest.com
Phone: 403-228-0777