

---

**FOR IMMEDIATE RELEASE**

## **WINERIES WELCOME WINE ENTHUSIASTS WITH UNIQUE CUVÉE EN ROUTE TASTINGS FEBRUARY 29 – MARCH 2**

St. Catharines, ON, February 21, 2008 -- From Friday February 29 to Sunday, March 2, wine enthusiasts can participate in the unique Cuvée En Route tasting program as part of Cuvée Weekend. Passport holders will have the ability to travel the Wine Route enjoying a variety of complimentary tasting flights and various winery restaurant events. With just over a week to go until the much anticipated Cuvée Weekend, wine and food enthusiasts are counting down in anticipation of the industry's foremost wine and food celebration.

Throughout the weekend, over 30 wineries across Niagara, Prince Edward County and the Lake Erie North Shore will roll out the red carpet exclusively for Cuvée En Route guests. The popular tasting format has each winery offering a flight of three complimentary wines within their chosen theme, which can include winemaker's choice, limited editions, unique varietals, past Cuvée Award winners, and horizontal or vertical flights of distinctive varietals such as Shiraz and Icewine.

"These themed tastings are truly designed for the serious wine lover, giving them access to wines that are not ordinarily available on a winery visit. This approach is in keeping with the Cuvée tradition of showcasing the best wines Ontario has to offer," says Debi Pratt of the Cuvée committee and spokesperson for Inniskillin Wines. "Guests also have the first opportunity to purchase the Cuvée award winning wines at the wineries on Saturday and Sunday, after they are announced at Friday evening's Gala." A brochure detailing over 30 winery themed tastings and winery restaurant events can be downloaded at [www.cuvee.ca](http://www.cuvee.ca).

Cuvée Weekend tickets are almost sold out at \$200.00 per person including admission to the Cuvée Gala and all Cuvée En Route activities. Weekend tickets and event information are available on [www.cuvee.ca](http://www.cuvee.ca) or by calling 905-684-8688. En Route passports are readily available and can be purchased separately for \$30.00 at participating wineries prior to and throughout Cuvée Weekend. Proceeds from the weekend go to the Niagara Community Foundation and are used in its work with community groups across the region.

-30-

For further information, contact:

Liz Palmieri, Executive Director, Niagara Community Foundation

Tel: 905-684-8688

Fax: 905-684-2337 E-mail: [ncf@becon.org](mailto:ncf@becon.org)