



The Ontario Wine Society - Niagara Chapter
Presents
“Virtual Winery Reality”

Tuesday, Sept. 28, 2010
\$ 30 Members
\$ 40 Non-Members

Grantham Lions Club Hall
732 Niagara Street, St. Catharines
6:30pm – Reception **7:00pm** – Tasting

The future of wine is connection — between winemakers and the land, winemakers and consumers. The future of wine is freedom — freedom from brand restrictions and expensive facilities; the freedom to experience new grapes and wine styles. The future of wine is - depending on the return of the artisanal craft of winemaking. The future of wine is – **virtual wineries**.

Virtual wineries have been around for nearly two decades around the world, so declaring them “the next big thing” may at first seem like a bit of a stretch. The real innovation is not the fact that winemakers are moving to virtual wineries (that is, producing wine at a shared facility, without a “brick and mortar” retail store), but, rather, the role these wineries are playing in the continued growth of the Ontario wine industry. Starting up a virtual winery gives a winemaker the opportunity to utilize their own style and skills, without the great expense of purchasing their own estate.

We will taste one winemakers’ chosen wine from 5 virtual Niagara wineries, with 3 compared to one wine chosen from their respective “host” wineries. The featured virtual wineries will be Nyarai Cellars made out of Calamus Estate Winery, Twenty Twenty-Seven Cellars made out of Featherstone Winery, and Daredevil wines which were made out of Pillitteri Estate Winery. Also featured will be a wine from Alan Jackson’s new Union Wines, and a sampling of Donald Ziraldo’s Icewine. Three virtual winery’s winemakers will be present to enlighten guests on the pros and cons of a virtual winery.

We usually have our tastings at wineries. However, because we are featuring virtual wineries, which do not actually have a “home”, we have decided to choose a neutral location. The Grantham Lions Club Hall is conveniently located on Niagara Street, St. Catharines just north of the QEW. After the tastings, delectable appetizers will be available, created by Chef James Cutriss from “Heat is On Catering”.

Directions:

From Toronto - Take QEW to St. Catharines. Take Niagara St. Exit #44 (turn left) onto Niagara St. and drive north until you reach Parnell Road, one block before Lakeshore Rd. The Grantham Lions Club Hall is just past Parnell on the right hand side.

From Niagara Falls – Take QEW to St. Catharines. Take Niagara St. Exit #44 (turn right) onto Niagara St. and drive until you reach Parnell Road, one block before Lakeshore Rd. The Grantham Lions Club Hall is just past Parnell on the right hand side.

To register for this event, fill out and mail in the form provided.

Registration Form

Members \$30, Non-Members \$40. Members may bring one guest at member price. Your cheque must be **received** by Sept.21, 2010. Cancellations will be accepted up to Sept. 22, 2010. Please do not mail cash. Seats will not be sold at the door. *Although we appreciate knowing your intentions, receipt of your cheque is the only way to guarantee a reservation, so please be sure to mail in your registration forms early as reservations are not accepted by phone or email.*

Please reserve _____ space(s) for "Virtual Winery Reality", Tuesday, Sept. 28th. Enclosed is my cheque for \$_____. (Please make cheque payable to "The Ontario Wine Society - Niagara Chapter"). Please contact me at _____ to confirm your receipt of this cheque.

Please print:

MEMBER'S NAME: _____

OWS INDUSTRY MEMBER AFFILIATION? _____

GUEST NAME (S): _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

TELEPHONE:(DAY) _____ (EVENING) _____

WAIVER, RELEASE AND INDEMNITY - I, for myself, my heirs or assigns, and my guests for whom I accept complete responsibility, hereby release and forever discharge and indemnify the Ontario Wine Society (OWS), its executive, all members and their guests, from any and all damages, claims and actions relating to OWS activities, at Society functions or on Society grounds. I certify that I, and my guests, are 19 years of age or older.

SIGNED: _____ DATE: _____

**Please mail to: The Ontario Wine Society - Niagara Chapter.
c/o S. Couch, 4850 Cherrywood Dr., Beamsville, ON., L0R 1B9**

