



## MEDIA ADVISORY

### Explore hundreds of wines with one ticket at Winefest Edmonton!

**WHAT:** A wonderland of wine awaits at Winefest Edmonton! Guests can spoil their senses as they swirl and sip through an extraordinary assortment of varietals Sponsored by Sobeys Liquor and Safeway Wine & Spirits, Winefest Edmonton offers wine lovers a weekend of indulgence. The annual event is the perfect place for guests to expand their palate. With more than 265 wines open for sampling - there's something guaranteed to inspire and delight all tastebuds. Guests are invited to sample from a vast selection of local and international wines from the world's most celebrated wine regions, as well as lesser known countries such as Hungary and Mexico. Attendees can taste the hottest and latest products with sips from more than 60 wineries, including 65 new-to-Alberta wines.

Winefest offers an incredible array of mouthwatering hors d'oeuvres to compliment the wines. Snack on savory and sweet bites from The Cheesiry, Nefiss Lezizz, Master Chocolat, and many more. Every sip and sample is included in the ticket price, as well as a keepsake wine glass and a tasting notebook.

The People's Choice Awards are back for Winefest 2017! Guests are invited to be a part of this year's search for the top wines at Winefest. There are eight categories to vote in, differentiated by wine type and price – ensuring a winner for every palate and budget! One lucky voter will win a \$100 Sobeys Liquor / Safeway Wine & Spirits gift card. Guests can also pop by the onsite Sobeys Liquor and Safeway Wine & Spirits Store to pick up their most intriguing finds.

Winefest is honoured to partner with the Edmonton Food Bank again in 2017. Attendees are encouraged to join in Winefest's food drive by bringing a non-perishable food item or monetary donation for 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 every pound of food donated!

**WHO:** Winefest is a weekend of indulgence where guests can expand their wine knowledge, discover exciting new wines, and have fun with friends and family.

**WHY:** Winefest is a playground for the palate, where everyone from wine novices to experts can enjoy vino while socializing in a casually refined atmosphere. With more than 265 wines from the world's most renowned wine regions, it's the perfect opportunity to 'try before you buy' and discover new favourites.

**WHEN:**

Friday, February 17, 7-10 p.m.	Friday Evening Session
Saturday, February 18, 2-5 p.m.	Saturday Afternoon Session
Saturday, February 18, 7-10 p.m.	Saturday Evening Session <i>Sold out!</i>

Please note sessions may sell out in advance.

**WHERE:** Shaw Conference Centre, Hall D  
9797 Jasper Avenue  
Edmonton, AB T5J 1N9

**For more delicious details, visit us online at [www.CelebrateWinefest.com](http://www.CelebrateWinefest.com).**

*Join the conversation on Facebook, Twitter and Instagram @winefest.*

**For more information, please contact:**

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