



MEDIA ADVISORY

Explore hundreds of wines with one ticket at Winefest Calgary!

WHAT: A wonderland of wine awaits at Winefest Calgary! Guests can spoil their senses as they experience an extraordinary assortment of wines from around the world. Sponsored by Sobeys Liquor and Safeway Wine & Spirits, Winefest Calgary offers wine lovers a weekend of indulgence. Celebrating its 25th year in Calgary, this annual event is the perfect place for guests to expand their palate. With more than 321 wines open for sampling – there's something to inspire and delight all taste buds. Guests are invited to sample from a vast selection of local and international wines from 17 of the world's most celebrated wine regions, as well as lesser known wine countries such as Hungary and Greece. Attendees can taste the hottest and latest products in the wine scene with sips from more than 78 wineries, including 81 new-to-Alberta wines.

Winefest offers an incredible array of mouth-watering hors d'oeuvres catered by the Stampede Park BMO Centre to complement the wines, as well as savoury and sweet bites from Luc's European Meats, Terra International Foods, Springbank Cheese Company, Master Chocolat and many more. Every sip and sample is included in the ticket price, as well as a keepsake Riedel wine glass and a Tasting Notebook.

The People's Choice Awards are back! 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 visit the onsite Sobeys Liquor and Safeway Wine & Spirits Store to pick up their best finds of the night.

Winefest is honoured to once again partner with the Calgary Food Bank. Attendees are encouraged to bring a non-perishable food item or monetary donation for the Calgary 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, taste exciting new wines, discover delicious wine and food pairings, and have fun with friends and family.

WHY: Winefest is a playground for the palate, where everyone from wine novices to experts can enjoy some vino while socializing in a casually refined atmosphere. With more than

321 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 24, 7-10 p.m. Friday Evening Session
Saturday, February 25, 2-5 p.m. Saturday Afternoon Session
Saturday, February 25, 7-10 p.m. Saturday Evening Session *Sold Out!*

WHERE: Stampede Park BMO Centre, Hall E
20 Roundup Way SW
Calgary, AB T2G 2W1

For more delicious details, visit us online at www.CelebrateWinefest.com.

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For more information, please contact:

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