



Niagara Wine Trail Celebrates 20th Anniversary

May 24, 2022 (Lockport, NY) – The Niagara Wine Trail is happy to announce the celebration of its 20th Anniversary, as of May 2022. This year-long celebration will feature many new and returning events, refreshed branding, a new Niagara Falls icon-inspired logo, as well as a new tag line reminding guests of the very “Intimate, Authentic and Charming” experience they will enjoy along the 14-member trail.

In this anniversary year, the Niagara Wine Trail has also adopted new mission and vision statements. “The members of the Niagara Wine Trail, NY’s mission is to work together to enhance our unique wine region through an array of intimate, authentic and charming guest experiences.” Its vision is “to promote and host engaging experiences that entice guests to become repeat visitors to our member wineries.”

“Our Niagara Wine Trail stretches more than 60 miles along Lake Ontario, through New York’s Niagara, Orleans and Monroe Counties. Our members are all happy to be in operation and have lifted any regulations brought on by the pandemic,” said Shane Gustafson, wine trail president and owner of A Gust of Sun Winery, in Ransomville. “We are excited to bring back many new and revived guest experiences throughout this year-long celebration.

That said, many wineries, especially those with small staff or tasting rooms, have adopted a more intimate approach to wine tastings. Guests are urged to call each winery ahead of the date they plan to visit before finalizing any group transport.

“Although we encourage designated drivers, we also want to be able to provide our utmost customer service,” said Gustafson. “Since the pandemic, it has become wine industry standard to make reservations when visiting a tasting room, especially if you are travelling with more than four people in your group,” she said and noted that some wineries do not accept large limos or buses late in the day if at all. “These reservations make for a better guest experience, especially during peak times and weekend events.”

The next event offered is the Wine & Charcuterie Weekend, June 4-5, 2022, offering guests wine and local vendor food pairings at each participating winery. Ticketed guests will also receive a wooden engraved charcuterie board, which is the first piece of merchandise offered with the Niagara Wine Trail’s new logo.

The trail is also bringing back its popular Niagara Wine Festival, held in Lewiston’s Academy Park, July 23-24, 2022, after a two-year pandemic hiatus. It will also host its first-ever “Preseason Kickoff” football-themed weekend experience, Aug. 20-21.

In November, the trail will host its 20th Anniversary Wine Pairing Dinner, at The View in Sanborn, as well as a series of holiday-inspired shopping activities at participating locations, in support of the wineries and other small businesses throughout the area. Stay tuned for more information on these events.

For more information or to purchase tickets to wine trail experiences, visit the newly-designed website www.NiagaraWineTrail.org. More information can also be found on the Niagara Wine Trail's Facebook and Instagram pages.

The Niagara Wine Trail will celebrate its 20th Anniversary this May 2022. The organization comprises 14 member wineries, situated between the Niagara Escarpment and Lake Ontario, stretching through Niagara, Orleans and Monroe Counties. Each winery on the trail offers a diverse selection of traditional vinifera style, native, late harvest and ice wines, as well as unique styles such as award-winning fruit wines, meads and ciders. Its mission is to “work together to enhance the wine industry in the region through an array of intimate, authentic and charming guest experiences.”

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