

Press Release

For Release:
July 6, 2023,

Tourism Lethbridge Celebrates the Grand Opening of Little Gem Winery's Tasting Room and Winery, Strengthening Agri-Tourism in Southern Alberta

Lethbridge, ALTA – Little Gem Winery, is thrilled to announce the highly anticipated grand opening of their newly developed tasting room and winery. This landmark occasion not only signifies the launch of the first winery in southern Alberta but also showcases the region's thriving agri-tourism industry and our commitment to promoting local culinary experiences.

Located just 20 minutes North-West from Lethbridge, close to Nobleford, Little Gem Winery has become a beacon for agri-tourism in the area. As visitors step foot on their premises, they are transported into a world of rustic charm and refined craftsmanship. Their newly built tasting room further enhances the experience, providing a welcoming and immersive space to indulge in the flavors of their exceptional wines and ciders.

This grand opening event represents a significant stride for the tourism industry, particularly in agri-tourism. Southern Alberta boasts a rich agricultural heritage, being nestled in Canada's Premier Food Corridor, and Little Gem Winery exemplifies the spirit of this region. We are excited to continue growing our Canada's Food Tours, which has played a vital role in promoting the region's culinary offerings. Together, we are working to curate unique and immersive experiences that allow visitors to truly connect with the local food culture. The collaboration between Little Gem Winery and Canada's Food Tours exemplifies the potential for agri-tourism in Southern Alberta, providing visitors with unforgettable opportunities to explore the region's vibrant flavors, traditions, and landscapes.

On July 7th, the grand opening will give visitors the opportunity to indulge in guided tours of the orchard and winery, allowing guests insight into the winemaking process while exploring the charming surroundings. Attendees will also have the pleasure of savoring the exquisite Little Gem wines and ciders during the tasting sessions.

To complement the delightful beverages, Little Gem Winery has collaborated with renowned local food artisans: Crystal Springs Cheese, Sylvan Star Cheese, Dutch Grill, and Prairie Hill Farms. Attendees will be treated to a tantalizing selection of locally produced foods, which perfectly pair with the exquisite wines and cider to create a truly unforgettable experience.

Families are also encouraged to attend, as there will be plenty of entertainment for children. A bouncy castle and wagon rides will keep the little ones occupied throughout the day, ensuring a great time for the entire family.

The grand opening ceremony will be marked by an official ribbon cutting, scheduled for 11:00am on Friday, July 7. Members of the media are cordially invited to join us for this momentous occasion. This will provide an excellent opportunity to capture the excitement and share the news of Little Gem Winery's milestone with the broader community.

Little Gem Winery's grand opening is set to become a highlight of the summer season in southern Alberta. With its enchanting location, exceptional wines and ciders, delightful local foods, and a host of family-friendly activities, it promises to be an event not to be missed.

For more information about Little Gem Winery, please visit their website at www.littlegemwinery.com.

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About Tourism Lethbridge:

Tourism Lethbridge is the destination management organization for Lethbridge. We work to promote vibrant, and diverse tourism offerings in Lethbridge, Alberta. Through collaborative efforts with industry partners we showcase the region's attractions, events, and experiences, attracting visitors from far and wide.