



News Release...

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For immediate release:

Heart of Iowa Wine Trail Introduces 2010 Wine Trail Passport

The Heart of Iowa Wine Trail is pleased to announce that the 2010 Wine Trail Passport is now available for purchase. The 2010 Passport provides Iowa wine lovers the opportunity to visit each of the fifteen member wineries here in the “heart of Iowa” and receive a special passport discount or gift with their visit. The passport contains details of the promotions available at each member winery. Each winery will stamp the passport with their own unique winery stamp, turning the passport into a unique commemorative souvenir of the winery visits.

In addition to individual winery promotions, the 2010 Passport provides passport holders with a 10% discount on admission to wine trail events such as the Tropical Wine Festival scheduled for February 2010. 2010 passport holders also receive a 10% discount on the purchase



Heart of Iowa Wine Trail

of the 2011 passport. The Heart of Iowa Wine Trail Passport offers Iowa wine lovers many unique and interesting experiences including the opportunity to sample a variety of wines with a broad range of tastes and styles from sweet dessert wines to fruit wines to dry crisp whites and full-bodied reds.

The 2010 wine trail passport may be purchased at any of the fifteen Heart of Iowa Wine Trail wineries for \$25. The passport is also available for purchase through the wine trail's online store at www.heartofiwawinetrail.com.

The Heart of Iowa Wine Trail is an organization made up of fifteen central Iowa wineries located within convenient driving distance of Des Moines. The wine trail's purpose is to promote the wine industry in central Iowa through events, marketing and promotions that build visibility for affiliated wineries and the quality wines they produce. The fifteen member wineries are:

Dale Valley Vineyard – Stuart, IA
Eagle City Winery – Iowa Falls, IA
Grape Escape Vineyard and Winery – Pleasantville, IA
Jasper Winery – Des Moines, IA
John Ernest Vineyard and Winery – Tama, IA
LaVida Loca Winery – Indianola, IA
Penoach Winery – Adel, IA
Prairie Moon Winery – Ames, IA
Rosey Acres Winery – Runnels, IA
Snus Hill Vineyard and Winery – Madrid, IA
Southern Hills Winery – Osceola, IA
Summerset Winery – Indianola, IA
Tassel Ridge Winery – Leighton, IA
Two Saints Winery – St. Charles, IA
White Oak Vineyards – Cambridge, IA

For more information, please visit <http://www.heartofiwawinetrail.com>.

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