



News Release...

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For immediate release:

**Heart of Iowa Wine Trail Adds Associate Members and Increases
the Value of the 2010 Passport Program**

The Heart of Iowa Wine Trail has added twenty-five new associates to its membership and increased the value of their 2010 Passport program for Iowa wine tourists. The wine trail now has a total of thirty associate members. Among them are restaurants, B & Bs, hotels, museums, gift shops, and tourist attractions. According to membership chairman Stan Olson, the increased benefits to passport holders will be immediately apparent. "Each of our thirty associate members provides a coupon that accompanies our passports when they are purchased," says Olson. "These coupons are good for discounts on purchases made at our associate member's place of business." Examples of the savings include discounts at B & Bs and hotels, free glasses of wine or free desserts with entrée purchases, 2 for 1 buffets, museum admission discounts and similar savings. According to Olson, there are also additional rewards in store. "Each of our



Heart of Iowa Wine Trail

associate members is now listed on our website at www.heartofiwawinetrail.com where they may from time to time publish special offers and events. In January of 2011, each of the fifteen wine trail wineries will have a drawing of every passport holder who stopped at that winery and filled out a drawing ticket. Drawing winners will receive a \$50 gift certificate that is redeemable at any wine trail winery or associate member business. Passport holder could potentially win up to 15 gift certificates,” concludes Olson.

“Not many people ventured out-of-doors during this past winter,” says wine trail president Rod Haworth. “Now that nice summer weather is here, it’s a perfect time to visit a Heart of Iowa Wine Trail winery and pick up a 2010 passport. There’s plenty of time left in the year to reap the rewards, and visiting our wineries and associate members offers our fellow Iowans a great way to relax and have fun,” Haworth concludes.

The effort to recruit new associate members coincides with the publication of the wine trail’s second edition brochure and map, which provides travel and contact information for all the wineries and associate members. The new wine trail map is available at all Heart of Iowa Wine Trail wineries and associate members. It will also be placed at select travel centers in the central part of the state. Each wine trail winery will have an associate member poster displayed in their tasting room, and each associate member may be identified by a window decal at their place of business. For more information on Heart of Iowa Wine Trail wineries and associate members, visit www.heartofiwawinetrail.com.



Heart of Iowa Wine Trail

About the Heart of Iowa Wine Trail

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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