



News Release...

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For immediate release:

Heart of Iowa Wine Trail to Host “Culinary Celebration” Event June-September 2009

The Heart of Iowa Wine Trail is hosting a summer-long **Culinary Celebration** event from June 1 through September 31, 2009. Starting June 1, summer winery travelers can purchase a high quality, Heart of Iowa special edition apron at any of the participating wineries as their ticket for this event. During the four month event, participants can visit all fifteen Heart of Iowa Wine Trail wineries and collect a unique culinary tool at each one. Some of the culinary items included are a small cutting board, ten piece measuring set, tongs, large cooking fork, 18” grill scraper/brush, a cooking mitt, a basting brush and seven other culinary related utensils. After visiting all 15 wineries, participants will have an apron along with a complete selection of culinary tools useful for both kitchen and outdoor barbecue. Participation in this event will be limited with only 150 aprons available for sale.



Heart of Iowa Wine Trail

Jamie Busch-Upah, PR Director of the Heart of Iowa Wine Trail, said “Our Culinary Celebration is a great way for people to experience all of the Heart of Iowa Wine Trail wineries, try their wines, get their 2009 passports stamped, and at the same time, gather all the great culinary utensils that every kitchen or outdoor barbecue can use.”

As an added incentive to visit as many of the wineries as possible, the wine trail is concluding the event with a grand prize drawing that brings true culinary meaning to the celebration – a random drawing for one of three grand prize vouchers each worth a retail value of \$250 in quality Iowa meat. “Our Culinary Celebration makes the perfect gift for Father’s Day,” states Gary Edgington, president of the Heart of Iowa Wine Trail. “Imagine Dad sipping one of our many quality central Iowa wines while he grills a great Iowa t-bone steak with his new set of culinary tools from the Heart of Iowa Wine Trail.”

Also, new to the Heart of Iowa Wine Trail this year is an additional 10% discount on all trail events for 2009 Passport members. Passport members should present their 2009 wine trail passport to receive an additional 10 % discount on the Culinary Celebration apron. Full details on the Culinary Celebration and the 2009 Passport program are available at any Heart of Iowa Wine Trail winery or 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:



Heart of Iowa Wine Trail

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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