



## **News Release...**

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**For immediate release:**

### **Heart of Iowa Wine Trail Selects Prize Winners for Summer Culinary Celebration**

The Heart of Iowa Wine Trail has selected three grand prize winners in their recently completed 2009 Summer Culinary Celebration. The Culinary Celebration was a summer-long event, which concluded September 30, 2009. The three winning participants are Kathy Rhoads of Des Moines, Warren and Kathy Bell of Allison, and Cassie Putt of Mankato, MN. Each will be receiving a \$250 gift voucher from the Heart of Iowa Wine Trail, which they may use at a grocery store near where they live.

During the summer months, travelers could purchase a promotional apron at any of the participating wineries and then continue to collect a unique culinary tool with each subsequent visit to the other wine trail wineries. Each time a tool was collected, participants had an opportunity to register for one of the three grand prizes.



## Heart of Iowa Wine Trail

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“The Culinary Celebration was a great way for people to experience all of the Heart of Iowa Wine Trail wineries, try new 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,” says Jamie Busch-Upah, PR Director of the Heart of Iowa Wine Trail. “The grand prize drawings are a perfect way to end up a perfect summer. Prize winners can sip one of our many quality central Iowa wines while cooking a terrific Iowa steak or pork chop using the new set of tools they’ve collected from the Heart of Iowa Wine Trail,” she concludes.

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>