



NEWS RELEASE

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Raising the Banner to Promote Orange County Wines

Orange, VA – When two of the region's respected wineries traveled to the Virginia Wine Festival in Norfolk, a new promotional tool made the trip. "The best grapes are in orange," reads a message being used by the Orange County Department of Tourism to help local wineries when they are out showing off the best that Orange has to offer.

Representatives from Barboursville Vineyards and Horton Vineyards made the trip to be a part of the festival, which featured 30 Virginia wineries with more than 200 of Virginia's finest wine varieties.

"After almost 40 years of cultivating European varieties," said Carter Nicolas of Barboursville



Winery, "we are delighted to demonstrate to wine lovers that some of the finest wines in the eastern United States are from Orange County."

Among the vintages sampled and sold at the 2013 Wine Festival from Barboursville were several gold medal winners at the Sommelier's Challenge in San Diego and a winner of the Virginia Governor's Cup award.

"We want people who want great wines and great times to think orange - Orange County," said Leigh Mawyer, tourism manager of the Orange County Department of Tourism. "Because we know that the visitors who get a taste of what Orange County has to offer quickly become believers."

Wine Enthusiast Magazine has named Virginia one of the 10 best wine travel destinations and Orange County, an important part of the Monticello American Viticultural Area, features three award winning wineries.

"Horton Vineyards attends more festivals than any other winery in Virginia," says Neil Glaser of Horton Vineyards. "We hope that our presence at festivals continues to attract visitors to come back and see us in Orange County."

For more information visit www.visitorangevirginia.com.

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