



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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LAKE COUNTY WINERY ASSOCIATION HOSTS LAKE COUNTY WINE ADVENTURE WEEKEND, JULY 24-25

**PASSPORT-STYLE EVENT OFFERS TOURS,
HORS D'OEUVRES, ENTERTAINMENT,
TASTINGS FROM MORE THAN 24 WINERIES**

LAKE COUNTY, CA — The sixth-annual Lake County Wine Adventure, a two-day passport event, will be held July 24-25, 2010, from 10:00 a.m. to 5:00 p.m. This year's Lake County Wine Adventure is once again being hosted by the Lake County Winery Association.

Adventurous wine enthusiasts will have an opportunity to discover the "New" wine country and taste the reason why Lake County — with a grape-growing history that extends back to the mid-19th century - is fast becoming known for its award-winning wines, ultra-premium winegrapes, resort-style wineries, and friendly tasting rooms.

Throughout the weekend, "wine adventurers" will taste wines from five of Lake County's six distinct viticulture areas (AVAs) as they visit participating wineries, including: Ceago Vinegarden and Tulip Hill Winery in Nice; Brassfield Estate Winery,

Shannon Ridge Winery, High Valley Estate Vineyards, and Noggle Vineyards & Winery in Clearlake Oaks; Villa La Brenta in Clearlake; Gregory Graham Winery, Ployez Winery, Hawk and Horse Vineyards, and Six Sigma Ranch in Lower Lake; Langtry Estate & Vineyards and Off the Vine at Twin Pine Casino in Middletown; Moore Family Winery on Cobb

Mountain; Cougar's Leap Winery, Kelseyville Wine Co., Shed Horn Cellars, Mt. Konocti Growers, Bell Hill Vineyards, Rosa d'Oro Vineyards, Steele Wines, and Wildhurst Vineyards in Kelseyville; Sol Rouge Wines will be offered at the Lake County Wine Studio in Upper Lake and Robledo Family Winery will be pouring at their brand new tasting site located on Soda Bay Road in Lakeport.

Adventure tickets can be purchased online at www.lakecountywineries.org for \$35 each plus a small handling fee through July 15. Tickets also are available at every participating winery on the day of the event for \$40 each. Each ticket is good for two days of activities and entitles the holder to wine tastings and horse d'oeuvres at each winery, a logo wine glass, a tasting booklet and a reusable wine tote. Several wineries also offer barrel tastings, winery tours, art exhibits, and entertainment. Event-goers will be entered into a raffle drawing when they leave their completed adventure tickets with the last winery they visit. The grand prize features a cellar collection of premium wines from each participating Lake County winery.

Event organizers promote responsible hospitality and encourage all participants to designate a driver. Designated drivers are invited to enjoy non-alcoholic drinks, food, and entertainment free of charge at each site compliments of the Lake County Winery Association. Designated drivers also can turn in their special button to be eligible for some fun Lake County prizes.

For more information, call (800) 595-WINE (9463), (707) 355-2762, or visit www.lakecountywineries.org

Lake County is part of the North Coast AVA, which also encompasses Napa, Sonoma, and Mendocino counties. Within Lake County, five other AVAs exist — Clear Lake AVA, Benmore Valley AVA, Guenoc AVA, Red Hills AVA and High Valley AVA.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state's cleanest air basin, spectacular scenic beauty, fine wines, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or www.lakecounty.com