



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

255 North Forbes Street
Lakeport, California 95453-5406
707-263-2580 FAX 707-263-1012

www.lakecounty.com

CONTACT: Jennifer Hammond, (707) 263-2580

FOR IMMEDIATE RELEASE

January 11, 2011

SEVENTH-ANNUAL FESTIVAL CELEBRATES WINE AND THE BEAUTY OF TULIPS

TULIP HILL WINERY FESTIVAL OF TULIPS, MARCH 26, 2011

NICE, CA — The seventh-annual Festival of Tulips will be held March 26, 2011, from noon to 5:00 p.m. at the Tulip Hill Winery in Nice. The event will feature wine, food, and entertainment set amid the winery's gardens that bloom each year with 30,000 tulips imported from Holland.

Admission to the Festival of Tulips includes a Tulip Hill wine glass for unlimited tastings, sumptuous hors d'oeuvres from several upscale Lake County restaurants, live music, winery tours, barrel tastings, demonstrations, and more.

During the event, tours of the winery include the crush pad, the cellar, and the bottling room. Special deals on wine and wine-related products will be offered during the festival.

Tulip Hill Winery opened in 2004 on the site where the Bartlett Springs Water Bottling Plant once operated. The first owners of Bartlett Springs began bottling mineral water as early as the 1870s, claiming the water cured many ailments. Revered in Europe as well as the United States, the famous plant drew thousands of tourists to Lake County in the 1800s, and after changing hands over the years, closed down in the late 20th century. It wasn't until the Brown family arrived that the historic site would once again have a purpose — this time for the production of wine.

In addition to its winery and tasting room in Nice, Tulip Hill Winery operates a second tasting room in Rancho Mirage, near Palm Springs in Southern California.

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Tickets to the Festival of Tulips are \$40 per person in advance and may be purchased online; or \$45 at the door. Tulip Hill Winery is located at 4900 Bartlett Springs Road, Nice. For more information, call (707) 274-9373 or visit: www.tuliphillwinery.com

Though Lake County is still often referred to as “The Undiscovered Wine Country,” its grape-growing history dates back to the late 1800s with Napa, Sonoma, and Mendocino as its next-door neighbors. The influence of the area’s temperate climate combines with the terroir imparted by its distinct volcanic soils to produce ultra-premium winegrapes that have attracted the interest and investment of several famous winemakers. Visitors will experience these award-winning wines poured in casual tasting rooms that reflect the area’s friendly, relaxed lifestyle. Lake County is part of the North Coast AVA, and within Lake County, five other AVAs exist — Clear Lake, Benmore Valley, Guenoc, and the recently approved Red Hills and High Valley AVAs.

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