



LAKE COUNTY MARKETING PROGRAM

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FOR IMMEDIATE RELEASE

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LAKE COUNTY WINERY ASSOCIATION PRESENTS PEOPLE'S CHOICE WINE AWARDS

MIDDLETOWN, CA – The Lake County Winery Association will host the third-annual People's Choice Wine Awards on Saturday, November 5, 2011, from 1:00 p.m. to 5:00 p.m. at Langtry Estate Vineyards, 2100 Butts Canyon Road, in Middletown, California.

Great wines, music, and delectable food bites will be offered. Attendees will have the opportunity to meet and chat with many Lake County winemakers and to participate in a blind tasting to vote on their favorite wines. Results will be tallied and announced at the conclusion of the event. The Lillie Langtry Home will be open for tours during the event. Mini winemaking education sessions will be offered as well as Swirl, Sniff and Sip discussions.

Admission to the event is \$30 per person in advance, \$35 per person at the door. For more information, please visit www.lakecountywineries.org or call (707) 355-2762. Please promote responsible hospitality and designate a driver.

Located in the mountains of the North Coast where the Mayacama and Vaca ranges come together, Lake County boasts the cleanest air in California and one of the oldest lakes on the continent. Lake County's winegrowing regions span vast, diverse terrain shaped by both volcanics and tectonics. Its high elevation, intense climate, and distinct soils combine to produce wines of high quality and character that have continued to gain impressive industry recognition. Visitors to the area experience these award-winning wines in casual tasting rooms that reflect the area's friendly, relaxed lifestyle. Lake County is part of the North Coast appellation along with neighboring regions of Napa, Sonoma, and Mendocino, and within Lake County are five designated appellations: Benmore Valley, Clear Lake, Guenoc, High Valley, and Red Hills.

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