

April 13, 2011: For Immediate Release

## **Five Albemarle Wineries Launch “The Appellation Trail”**

April 16<sup>th</sup> marks the opening day for The Appellation Trail, a unique wine route that connects five artisanal wineries in the foothills of the Blue Ridge Mountains: White Hall Vineyards, Mountfair Vineyards, Glass House Winery, Stinson Vineyards, and Moss Vineyards (opening 2012). Located just minutes west of Charlottesville, each winery takes great pride in a personalized tasting room experience and welcomes visitors to some of the most beautiful vistas on the East Coast. The wines are of the highest quality -- each with a different emphasis and style, made by some of Virginia's finest winemakers. Just out the Barracks/Garth Road corridor, the winding trail is dotted with views of the Shenandoah National Park, lakes, farms with fresh produce, and quaint country stores.

“Why visit one winery when you can visit five?” notes Lisa Champ, Sales Manager for White Hall Winery, one of the area’s oldest and most respected winery operations. For Fritz Repich , Owner/Winemaker of Mountfair Vineyards, “it’s a chance for exposure – it will be great for our fine reds not to be such a well kept secret”. Jeff Sanders, owner of newly opened Glass House Winery concurs: “we all make really nice wines, in a beautiful area – and pride ourselves in superior customer service”. Newcomer Scott Stinson says The Appellation Trail offers a great platform to launch their new venture: “the paint is barely dry but our wines are ready – and we’re proud to be associated with this fine group of winemakers”. Opening in 2012, Barry Moss, of Moss Vineyards adds “we’ll be a bit late to the dance, but we expect to offer a great experience for our customers – the mountains, the wine, all just a stone’s throw from Charlottesville”.

The Appellation Trail launches on April 16<sup>th</sup> with a full day of winery activities including music, tasty treats and special barrel tastings. For more information go to: [theappellationtrail.com](http://theappellationtrail.com) or contact the wineries directly:

White Hall Vineyards	<a href="http://Whitehallvineyards.com">Whitehallvineyards.com</a>	434.823.8615
Mountfair Vineyards	<a href="http://Mountfair.com">Mountfair.com</a>	434.823.7605
Glass House Winery	<a href="http://Glasshousewinery.com">Glasshousewinery.com</a>	434.975.0094
Stinson Vineyards	<a href="http://Stinsonvineyards.com">Stinsonvineyards.com</a>	434.823.7300
Moss Vineyards	<a href="http://Mossvineyards.net">Mossvineyards.net</a>	434.990.0111

Press Contact: Chris Yordy, Mountfair Vineyards 434.960.1660

Attached Photo from left to right: Rachel and Scott Stinson, Stinson Vineyards, Chris Yordy, Mountfair, Lisa Champ, Whitehall, Michelle and Jeff Sanders, Glass House, Fritz Repich, Mountfair.