



FOR IMMEDIATE RELEASE
October 31, 2006

Contact: Angela Hurley
Hurley Communications, 317.691.3514

Indiana Uplands Wine Trail Announces Holiday 2006 Events

INDIANAPOLIS—The Indiana Uplands Wine Trail (IUWT) announced its holiday season event schedule today. Indiana's *first* wine trail, IUWT marks its third year of seasonal offerings in 2006.

Comprised of eight wineries—Brown County, Oliver, Butler, Carousel, French Lick, Winzerwald, Turtle Run and Huber—the wine trail kicks off the holiday season with Nouveau Day, Nov. 16 at each winery. Traditionally a day when the wineries announce their newest vintages, this year's Nouveau Day is no exception. Huber Orchard & Winery will be showcasing Pop's Reserve, a wine made from a generations-old family recipe. Dana Huber, President of IUWT, is thrilled with this year's prospects. "We're always excited to share our newest offerings with visitors. Indiana has an extensive array of really good wines, virtually available at our backdoor."

During the month of December, Uplands wineries continue their holiday tradition, "Christmas with the Wineries." Following the success of last year's program, this year's event promises to be equally seasonal and fun. The program, which runs from Nov. 18 through Dec. 24, offers wine lovers a chance to visit each winery on the trail and receive a complimentary gift. After collecting gifts from each of the wineries, French Lick Winery will assemble all of the goodies into a decorated holiday gift basket. "Christmas with the Wineries" will be held throughout the holiday season or while supplies last. Tickets may be purchased for \$40 at any of the wineries on the trail. The ticket for the event may also be used in conjunction with the Indiana Uplands Wine Trail passport program. Each participant will also be entered into a grand prize drawing which will be held at the 2006 Vintage Indiana Wine Festival.

Select IUWT wineries will also offer seasonal production facility and cellar tours, complimentary warm mulled hard cider, custom made gift baskets and boxes and seasonal gift ideas. Check out www.IndianaUplands.com for links to individual wineries and their holiday event schedules.

#####



Angela Hurley, Principal

317.691.3514 | angela@hurleycom.net