



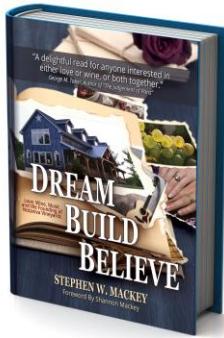
OFFICIAL VIRGINIA WINE LOVER OCTOBER 2016 ISSUE

VINO NEWS



IT'S WINE MONTH IN VIRGINIA!

Join in the annual celebration of Virginia wines. October is the perfect time for wine lovers to enjoy our world-class wines while exploring the Commonwealth's stunning landscape, rich history, and fine dining. Don't miss out on exciting events and special promotions taking place during October Virginia Wine Month! For a complete listing of happenings across the state, go to www.virginiawine.org/october-wine-month



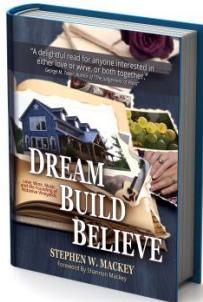
Dream. Build. Believe.

By Stephen Mackay, Owner of Notaviva Vineyards

The book is a testament to the American Dream. It is the story of Stephen and Shannon Mackay who, with no background in farming, purchased an abandoned cattle ranch in Northern Virginia with the dream of starting a family and creating Notaviva Vineyards.

While holding down corporate careers, they began the construction of a new home, which would double as the tasting room of the winery. Simultaneously, they were filmed for a reality television show, planted new vines and learned to make wine. When they opened the winery just after the outset of the Great Recession in March of 2008, they also launched a creative agency to support their young family and farming pursuits.

Book is available on Amazon, at select Barnes & Nobles, Notaviva Vineyards and independent bookstores and wine shops. www.Dream-Build-Believe.com



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WINE AND CIDER SALES SET RECORD

Sales of Virginia wine reached another record high during fiscal year 2016, with more than 556,500 cases, or over 6.6 million bottles, sold--a 6 percent increase from fiscal 2015. In addition, for the second year, the Virginia Wine Marketing Office tracked cider sales separately from wines, and the results reflect explosive growth. During fiscal 2016, more than 416,750 cases of Virginia cider were sold, an increase of more than 52 percent over 2015.

“Virginia wines and ciders are continuing to increase their robust sales and contributing to a more diversified Virginia agricultural sector,” according to Governor McAuliffe. “These vineyards and orchards are providing jobs, revenue and expanded tourism opportunities, especially in many of our more rural areas across the Commonwealth. With more than 285 wineries and 16 cideries, Virginia is a preeminent destination for wine and cider lovers. The Virginia wine and cider industries, along with our craft beer and distilled spirits industries, play an important role in our efforts to build a new Virginia economy.”



VIRGINIA WINE MAKES NEWS

Virginia has received increased wine media coverage, most recently in the June edition of **Wine Enthusiast** and the May issue of **Food & Wine**. Virginia ranked in the top 10 in **USA Today** Readers' Choice: Best of America's Wine Regions in several categories, including:

- Best Tasting Room: Early Mountain Vineyards (ranked #1)
- Best Wine Festival: Virginia Wine Summit (ranked #4)
- Best Winery Tour: King Family Vineyards (ranked #7)
- Best Wine Country Hotel: The Salamander Inn & Spa (ranked #4)
- and The Inn at Little Washington (ranked #10)

Virginia currently ranks fifth in the number of wineries in the nation with more than 285, and sixth in the number of cideries. Virginia is also the nation's fifth largest wine grape producing state. According to a 2012 economic impact study, the Virginia wine industry, including the Virginia cider industry, employs more than 4,700 and contributes almost \$750 million to the Virginia economy on an annual basis.

For more information about the Virginia wine industry, visit the Virginia Wine Marketing Office website: www.virginiawine.org



A GRAPE OPPORTUNITY.

Spectacular landscapes, picturesque vineyards and fascinating people make up Virginia's wine industry. If you'd like to join in and own your own winery this is your opportunity. Mt. Vale Vineyards has a beautiful location and a successful business ready for a new owner. Popular wines, tasting room, event and wedding venue and production facilities-- all in one "grape" destination! [Click here for details.](#)