



FOR IMMEDIATE RELEASE

Walworth County Visitors Bureau
VisitWalworthCounty.com
(262) 728-6000

Media Contacts:

Tim Malenock
Executive Director

tmalenock@visitwalworthcounty.com

or

Caroline Carbonara
Integrated Marketing Manager
carolineb@visitwalworthcounty.com

Check in. Drink Up. Win Prizes.

Walworth County Visitors Bureau to Launch

The Walworth County Beer and Wine Trail Passport

May 13, 2021--The Walworth County Visitors Bureau is bringing together the area's best craft beverages for visitors and residents alike to discover, savor and redeem attractive discounts. The passport program launches Wednesday May 26th 2021 and will run throughout 2021. With a thriving craft beverage scene, Walworth County is home to a large selection of breweries and wineries. We are sure visitors will find something that caters to their palate. Unlock a free, Walworth County Beer and Wine Trail pass and discover the very best that Walworth County has to offer this summer.

The Walworth County Beer and Wine Trail uses state of the art interactive mobile passport technology that visitors can access on smart devices. The Beer and Wine Trail mobile passport is your free digital resource to follow and complete the Trail.

Beer and Wine Trail Passes are delivered instantly via text message and email, with no app to download, offering a one-touch resource for discounts and information. Visit www.explore.visitwalworthcounty.com to sign up. Visitors can simply present the offers on their phone to obtain the code and redeem the discounts. The passport features various breweries and wineries around the county including Duesterbeck's Brewing Company, Staller Estate Winery, and The Runaway Microbrewery,

Participating locations will offer discounts on delicious local craft beverages. Upon visiting participating locations throughout the trail you'll accumulate points and unlock different tiers of prizes.

"Travelers are seeking out breweries and wineries when making travel decisions," said Tim Malenock, Executive Director of the Walworth County Visitors Bureau. "We are thrilled to work with our local breweries and wineries to market the Beer and Wine Trail and to spearhead a collaboration that will set us apart as a unique craft beer and wine destination."

Walworth County has embraced its agricultural and industrial heritage and offers a refreshing change from the more commercialized and less personal tasting experiences of larger cities. Partners within the Trail are located on historic family farms, old banks, redesigned churches, and recording studios. Walworth County's breweries and wineries are family-owned and operated and the people behind the beverages themselves are part of the charm.

To access the free pass and discounts starting May 26th, 2021 visit: www.explore.visitwalworthcounty.com. Check out the Teaser Trailer on our [YouTube](#) page. Please drink responsibly. Uber and Lyft services are available throughout the county to ensure a safe experience for all.

-###-

ABOUT THE WALWORTH COUNTY VISITORS BUREAU

Located in Delavan WI, the Walworth County Visitors Bureau is a non-profit 501(c)(6) organization dedicated to promoting tourism throughout the Lake Geneva area and beyond. With more than 300 members and growing, the Walworth County Visitors Bureau is the official destination marketing organization for Walworth County. The goal of the organization is to market Walworth County as the destination of choice for group and leisure travel, thereby increasing the economic impact of tourism. The Walworth County Visitors Bureau is a Certified Destination Marketing Organization, as declared by the Wisconsin Association of Convention and Visitors Bureaus.