

FOR IMMEDIATE RELEASE:

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Heart of Iowa Wine Trail to Host Tropical Wine Festival

Des Moines, IA – January 9, 2009 — The Heart of Iowa Wine Trail announces an evening getaway for winter-weary, wine-loving central Iowans. The wine trail is hosting the Tropical Wine Festival in the Dome of the Des Moines Botanical Center at 909 Robert D. Ray Drive in Des Moines on Friday evening, February 6, 2009 from 6:00 p.m. to 9:00 p.m.

The Tropical Wine Festival will offer guests the opportunity to leave behind a cold Iowa winter and escape to the lush surroundings of the Botanical Center where they may sample some of the best Iowa-crafted wines from the fifteen central Iowa wineries that comprise the Heart of Iowa Wine Trail. Hors d'oeuvres will be served. Guests are encouraged to wear their favorite tropical shirt and enjoy prize drawings and other fun activities throughout the evening. Wines served at the event will also be offered for sale on site by the wineries.

For guests wishing to extend the activity into their own overnight getaway, the wine trail has named the Renaissance Savery Hotel at 401 Locust Street in Des Moines, Iowa as the preferred partner hotel and has arranged for discounted hotel accommodations for event guests staying at that facility. The hotel will provide twice-hourly free shuttle service between the hotel and the Botanical Center for overnight guests attending the event. Guests wishing to take advantage of this special hotel offer should contact the hotel directly at (515) 244-2151 and make their own reservations. When making reservations, guests should request the Heart of Iowa Wine Trail event room rate.

Tickets for the event are \$25 in advance and may be purchased at Iowa's Wine Cellar in Ames, Ingersoll Wine and Spirits, Ingersoll Wine Merchants, the Southern Hills Store at Valley West Mall, the Iowa Favorites store located at Jordan Creek Mall or from any Heart of Iowa Wine Trail winery found at www.heartofIOWAWineTrail.com. 2009 Heart of Iowa Wine Trail Passport holders will receive a 10% discount off the admission price. Groups wishing to attend the

Tropical Wine Festival may purchase 20 tickets at regular price and receive five free tickets. Tickets will be \$30 when purchased on site the evening of the event. All those attending the Tropical Wine Festival will receive a commemorative wine glass.

About the Heart of Iowa Wine Trail

The Heart of Iowa Wine Trail is an organization of fifteen central Iowa wineries dedicated to promoting awareness for Iowa's rapidly growing wine industry. The organization sponsors periodic events throughout the year that are designed to familiarize both native Iowans and visitors with central Iowa wineries and the wines they produce. The fifteen wineries include Dale Valley Vineyard, Eagle City Winery, Grape Escape, Jasper Winery, John Ernest Vineyard and Winery, LaVida Loca Winery, Penoach Winery, Prairie Moon Winery, Rosey Acres Winery, Snus Hill Winery, Southern Hills Winery, Summerset Winery, Tassel Ridge Winery, Two Saints Winery, and White Oak Vineyards. Additional information on The Heart of Iowa Wine Trail and its member wineries is available on-line at www.heartofiwawinetrail.com

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