



News Release...

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For immediate release:

Heart of Iowa Wine Trail to Host Tropical Wine Festival

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 at the Des Moines Botanical Center at 909 Robert D. Ray Drive in Des Moines on Friday evening, February 12, 2010 from 6:00 p.m. to 9:00 p.m.

“Last year’s event was such an overwhelming success that we had more than 500 people in attendance,” states Rod Haworth, president of the Heart of Iowa Wine Trail. “Once again, the Tropical Wine Festival will offer our 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 may be purchased on site from the wineries for take-home or for consumption on the premises.



Heart of Iowa Wine Trail

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. 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 Tropical Wine Festival room rate.

Courtesy shuttle transportation is being provided by Bos Restaurant and Splash Seafood and will run regularly for all guests between the Savery Hotel and the Botanical Center. This will allow guests to park inside the city ramp at 4th and Grand and avoid parking problems at the event. Those seeking late night dining after the festival can make reservations at either Bos in the Savery or Splash Seafood where there will be no corkage fee for Iowa wines brought from the festival.

Tickets for the event are \$30 in advance (\$35 at the door) 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, any Heart of Iowa Wine Trail winery or on-line at the wine trail's store at www.heartofiwawinetrail.com. Heart of Iowa Wine Trail Passport holders will receive a 10% discount off the ticket price when purchasing their tickets at a wine trail winery. Those purchasing four Tropical Wine Festival tickets will receive a 2010 wine trail passport (a \$25 value) at no charge. \$2 of every ticket sold will be donated to the Greater Iowa Chapter of the Alzheimer's Association.

Frequent updates on Tropical Wine Festival activities, promotions, and arrangements will be posted regularly to the wine trail website at www.heartofiwawinetrail.com

About the Heart of Iowa Wine Trail

The Heart of Iowa Wine Trail is an organization made up of fifteen central Iowa wineries located within convenient driving distance of Des Moines. The wine trail's purpose is to promote



Heart of Iowa Wine Trail

the wine industry in central Iowa through events, marketing and promotions that build visibility

for affiliated wineries and the quality wines they produce. The fifteen member wineries are:

Dale Valley Vineyard – Stuart, IA
Eagle City Winery – Iowa Falls, IA
Grape Escape Vineyard and Winery – Pleasantville, IA
Jasper Winery – Des Moines, IA
John Ernest Vineyard and Winery – Tama, IA
LaVida Loca Winery – Indianola, IA
Penoach Winery – Adel, IA
Prairie Moon Winery – Ames, IA
Rosey Acres Winery – Runnels, IA
Snus Hill Vineyard and Winery – Madrid, IA
Southern Hills Winery – Osceola, IA
Summerset Winery – Indianola, IA
Tassel Ridge Winery – Leighton, IA
Two Saints Winery – St. Charles, IA
White Oak Vineyards – Cambridge, IA

For more information, please visit <http://www.heartofiowawinetrail.com>