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Virginia Wine Week to Offer Love By the Glass – March 22-28
-First-ever statewide event promotes Virginia wine in restaurants and wine shops-

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RICHMOND, Va. – The Virginia Wine Marketing Office and the Virginia Tourism Corporation today announced Love By the Glass, the first-ever Virginia Wine Week. Wine lovers will celebrate Virginia Wine Week March 22-28, 2010 at more than 100 participating restaurants and wine shops across the state.

Virginia Wine Week promotes restaurants and wine shops who offer Virginia wine for sale by the glass. From March 22 to March 28, participating businesses will add at least two Virginia wines for sale by the glass to their menus and merchandise. Look for Virginia Wine Week posters, menus and decals or visit www.VirginiaWine.org to find participating businesses.

“Virginia Wine Week is an exciting new partnership to expand local wine offerings in our restaurants and shops,” said Annette Boyd, Director of the Virginia Wine Marketing Office. “As Virginia’s reputation for wine excellence continues to grow, so does demand for our product. Wine lovers now have a new reason to get out and enjoy the success of the Virginia wine industry.”

“Visitors to Virginia want to experience local history, culture and of course – local food and wine,” said Alisa Bailey, President and CEO of the Virginia Tourism Corporation. “It’s important for visitors to find local wine on menus in Virginia’s restaurants and Virginia Wine Week will help encourage that.”

Virginia is home to more than 155 wineries across the state in nine different wine producing regions. The state is getting national recognition for several varietals including Viognier, Cabernet Franc and Petit Verdot; and it is producing a growing variety of wines quickly gaining a loyal following including Bordeaux styles blends, sparkling wines and the native varietal Norton. Virginia was named one of the top five up-and-coming wine destinations by Travel + Leisure magazine in 2007.

Restaurants and wine shops interested in participating in Virginia Wine Week have until March 15 to register by calling the Virginia Wine Marketing Office at (804) 344-8200.

Visit www.VirginiaWine.org for more information about Virginia Wine Week, including a list of participating businesses. For more information about visiting Virginia, go to www.Virginia.org or call 1-800-VISITVA to request a free, Virginia is for Lovers travel guide.

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Note to media: Download this release, images and logo at www.vatrustories.com, the official press room of the Virginia Tourism Corporation.