



*Commonwealth of Virginia*  
*Office of Governor Bob McDonnell*

**FOR IMMEDIATE RELEASE**

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**Governor McDonnell Announces Wineries  
Unlimited to Move to Virginia in 2011**

*Estimated to Bring Over 2,000 Visitors and \$1.5 Million in Revenue to  
Virginia*

**RICHMOND** — Governor Bob McDonnell today announced that the Wineries Unlimited trade show will relocate from Pennsylvania to Richmond, Virginia in 2011. Wineries Unlimited is the second largest vineyard and winery conference and tradeshow in North America. It is estimated that the 2011 event will bring over 2,000 visitors and \$1.5 million in revenue to Virginia.

Speaking about today's announcement, Governor McDonnell remarked, "We are thrilled that Wineries Unlimited has decided to move to Virginia. Virginia wines have seen their standing in the domestic and global marketplaces grow in recent years and having Wineries Unlimited in Virginia will help us as we continue our efforts to promote Virginia wines both here and abroad. This is also a chance for us to showcase our first class wineries to people from across the nation. It is estimated that this event will also bring 2,000 people from across the United States to Virginia and almost \$1.5 million in new revenue to the state. Tourism and support of the wine industry were two priorities of my 'Jobs and Opportunities' legislative agenda. It is excitement for tourism growth and wine expansion in Virginia that helped us convince Vineyard & Winery Management to relocate the Wineries Unlimited trade show to the

Commonwealth. I look forward to this trade show returning to our great state for years to come and creating a lasting partnership with Vineyard & Winery Management.”

“The outpouring of enthusiasm and excitement we’ve received in the State of Virginia — from the wine industry up to the governor — has been tremendous,” said Robert Merletti, publisher of Vineyard & Winery Management magazine, and president of Vineyard & Winery Services, Inc. “Virginia vintners are eager to learn the latest winegrowing techniques as well as establish beneficial vendor relations.”

“The needs of Wineries Unlimited will be well served in Richmond,” said Ann Heidig, president of the Virginia Wineries Association. “Governor Bob McDonnell is very supportive of the Virginia wine industry as well as state agriculture and tourism.”

Annette Boyd, marketing office director of the Virginia Wine Board, said the move will create new opportunities for Virginia wineries: “Our growers and producers will have better access to the information provided by Wineries Unlimited, and the event will help showcase their wines to colleagues from other states.”

“Richmond lies in the center of Virginia’s rapidly-growing wine industry and is a prime location for Wineries Unlimited,” said Jack Berry, president and CEO of the Richmond Metropolitan Convention and Visitors Bureau (RMCVB). “Wine industry representatives will enjoy our big-city amenities and small-town charm as well as Virginia wine.”

More information about the Wineries Unlimited trade show and conference can be found here: <http://wineriesunlimited.vwm-online.com/index.asp>

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