

For Immediate Release

Contact: DrinkLocalWine.com, (214) 853-5359, drinklocalwine@gmail.com

For TDA Wine Marketing, Denise Fraser, (512) 899-0004, denise@denisefraser.com

DrinkLocalWine.com to Host First Conference

GO TEXAN Proudly Sponsors DrinkLocalWine.com Conference Dedicated to Regional Wines

Dallas, TX (May 4, 2009) -- DrinkLocalWine.com, a Web site focused on North American wine that isn't made in California and the Pacific Northwest, will hold its first-ever conference and tasting Aug. 15 in Dallas. Called the GO TEXAN DrinkLocalWine.com Conference, the event will focus on Texas wine and feature some of the state's best wines, top winemakers and leading grape growers.

The conference follows the success of the Web site's Regional Wine Week last fall, in which more than 40 wine bloggers, writers and columnists from the United States and Canada wrote about their favorite regional wines, including ones from Ontario, New York, Florida, Texas and Colorado.

"The conference is the natural extension of Regional Wine Week," said Jeff Siegel, co-founder of DrinkLocalWine.com and author of the popular blog [The Wine Curmudgeon](http://TheWineCurmudgeon.com), as well as wine columnist for the *Fort Worth Star-Telegram* and Dallas' *Advocate* magazine. "It will give consumers a firsthand look at quality regional wine."

Texas is the fifth-largest wine producing state in the country, with 177 wineries and 280 commercial vineyards. The Texas industry has made important strides this decade, focusing on Italian, Spanish and Mediterranean varietals. As presenting sponsor, the Texas Department of

Agriculture's [GO TEXAN](#) program sees the conference as an opportunity to tell the Texas wine story.

“Local wine is no longer a novelty,” said Dave McIntyre, wine columnist for *The Washington Post* and co-founder of DrinkLocalWine.com. “The conference will show that Texas – along with at least a dozen other states such as Virginia, Missouri, New York and North Carolina – produces quality wine.”

The conference will focus on three topics: trends in Texas wine, the distinctive grapes that Texans use to make those wines, and how consumers can work to get more regional wines in stores and restaurants. The final event of the day will be a Texas Twitter Taste-Off, moderated by Russ Kane of [Vintage Texas](#), where participants will be able to taste some of the state's top wines and blog or Tweet at the same time.

Joining TDA as conference sponsors are Vineyard and Winery Management, Advocatemag.com and Le Cordon Bleu Institute of Culinary Arts Dallas.

For registration and schedule information, go to [DrinkLocalWine.com](#).

For more information about the Texas wine industry, go to [www.GOTEXANwine.org](#).

###