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Wine industry show to be in Richmond in 2011

By [Staff Reports](#)

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Virginia's burgeoning wine industry scored a victory yesterday with the announcement that North America's second-largest vineyard and winery trade show and conference will be held in Richmond next year.

The Wineries Unlimited trade show is expected to bring about 2,000 visitors and \$1.5 million in revenue to Virginia, Gov. Bob McDonnell's office announced.

Next year's trade show and conference is scheduled for March 29-April 1 at the Greater Richmond Convention Center.

The show is put on by Santa Rosa, Calif.-based Vineyard & Winery Services, publisher of the trade publication Vineyard & Winery Management.

The trade show and conference traditionally has been held in Pennsylvania. This year's show, held in Philadelphia, attracted 2,343 visitors including trade show staff.

"It is the major wine event for the East Coast and wine regions east of the Mississippi," said Annette Boyd, marketing office director of the Virginia Wine Board.

"It is a testament to the growth of the Virginia wine industry that they felt comfortable enough shifting it this far south," she said.

Virginia has 270 vineyards and 170 wineries, up from 71 in 2001.

A 2007 study showed that the industry had about a \$347 million economic impact on the state in 2005, including job creation, taxes and tourism dollars. -- John Reid Blackwell

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