

Subject: Largest Trade Show in East Reaches Milestone
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Vineyard & Winery Management

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LARGEST WINE TRADE SHOW IN THE EAST SELLS OUT BOOTH SPACE IN RECORD TIME Online Attendee Registration Now Available

Watkins Glen, New York (November 15, 2005) -- Wineries Unlimited, the largest wine trade show and seminar held east of the Rockies, is celebrating its 30th anniversary with the greatest exhibitor interest on record, expanded seminars and a punched up rendition of the Best of the East Grand Tasting & Dinner. The multileveled wine business event takes place at the Lancaster Host Resort in Lancaster, Pennsylvania March 12-15, 2006.

Wineries Unlimited was launched in 1976 in response to demand by eastern wineries for a venue to network, receive education and source equipment. "Wineries Unlimited keeps the East Coast current with the latest technology and vineyard research without going to California or Europe," said Scott Osborn of Fox Run Winery, Seneca Lake, New York. Wineries from 31 U.S. states as well as eastern Canada attend the four-day event.

The influx of new wineries in the east as well as an increase in overall U.S. wine sales has spurred interest in Wineries Unlimited. "Booth space sold out October 15 this year versus a December 22nd date in 2004," said Director of Exhibits Bob Mignarri. "Businesses without booths may still gain name recognition and exposure through several sponsorship opportunities." Existing sponsors include the Label Gallery (NY), Arton Glass (VA) and Susquahanna Glass (PA). Total show attendance in 2005 was 1,500; the event featured 175 exhibitors occupying the maximum of 250 booths.



Crowded trade show floor at Wineries Unlimited 2005

"The 2006 program will be our best yet," said Wineries Unlimited Program Director Richard Leahy. "We're pleased and honored that Ernst Loosen of Germany's Dr. Loosen Estate winery, the *Decanter* magazine 2005 'Man of the Year', will present the keynote address and conduct two seminars on riesling," he added.



The schedule returns to its traditional Sunday through Wednesday configuration in 2006. *Sustainability* will be the conference theme with sessions ranging from biodynamic farming to cold climate viticulture. The seminar program opens Sunday, March 12 with sessions designed for wine industry newcomers. Concurrent sessions on viticulture, winemaking and management will continue Monday and Tuesday, March 13 and 14 in conjunction with a trade show. *Riesling* will be the major varietal focus during Monday sessions, supplemented by a raspberry/blackberry fruit wine workshop on Tuesday, March 14.

"The Best of the East Grand Tasting & Dinner has been revamped and will feature a sit-down dinner followed by live music and dancing," said Leahy. The conference concludes Wednesday, March 15 with a daylong workshop on bottling and closure issues and protocols.

Online registration with versatile options for seminars, meals and exhibit-only; a link to the Lancaster Host for hotel registration; detailed sponsorship information; and a complete list of sessions, speakers and exhibitors are available at www.vwm-online.com/wu . Organizers encourage Early Bird Registration as rates go up February 1, 2006.

Credentialed members of the press are invited to attend by contacting Richard Leahy at rleahy@vwm-online.com .

Wineries Unlimited is a special project of Vineyard & Winery Services, the publisher of *Vineyard & Winery Management* magazine (www.vwm-online.com), a *Directory & Products Guide* and the *Wine Industry Phone Book* . With offices in Windsor, California and Watkins Glen, New York, it conducts seminars, conferences and trade shows (Tasting Room & Profitability Seminar, Managing the Winery Laboratory, Wine Club Summits East and West, and Marketing & Public Relations Conference), and three wine competitions (The Grand Harvest Awards judges wines in the context of their own viticultural areas; the International Eastern Wine Competition features entries from the East Coast and Europe; the West Coast Wine Competition includes wines of the western United States as well as

producers in British Columbia, Australia, New Zealand and Western Mexico).

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High-resolution version of the embedded graphics, as well as others, are also available.*