



Governor Ted Strickland
Lieutenant Governor Lee Fisher
Director Robert J. Boggs

Office of Communication
8995 East Main Street, Reynoldsburg, OH 43068
Phone: 614-752-9817 • Fax: 614-466-7754
www.ohioagriculture.gov • communications@agri.ohio.gov

FOR IMMEDIATE RELEASE

Experience Ohio Wines and Wineries by Virtual Tour

REYNOLDSBURG, Ohio (Oct. 31, 2008) – Consumers will have the opportunity to virtually experience Ohio’s top wines and wineries through the Ohio Wine TV program set to launch Saturday, Nov. 1. Ohio Wine TV, accessed through www.ohiowinetv.com, is a free, online service that will offer monthly subscribers access to expert-led tours of several of the state’s more than 100 wineries.

Each month a subscriber will receive an e-mail directing him or her to the newest program highlighting a different winery and its top wines. The subscriber will also receive a recommended shopping list and educational materials about the winery and Ohio’s grape and wine industry. Each five to 10 minute online video will describe the winery and its vineyard, and present each bottle of wine as though the subscriber were at a vineyard wine tasting.

“The wine and grape industry is a growing segment of Ohio agriculture with an estimated 1.3 million visitors to Ohio wineries each year who purchase an estimated \$65 million in wine, food, and gifts,” said Ohio Department of Agriculture Director Robert Boggs. “The Ohio Wine TV program will help spread the word about quality wine production – one of Ohio’s best kept secrets.”

The Ohio Grape Industries Committee, created in 1982 and operated in-part through the Ohio Department of Agriculture, provides marketing and research opportunities to Ohio’s wineries and vineyards. These programs help increase consumer awareness of Ohio’s modern, high-quality wine industry. To learn more about the program, visit www.tasteohiowines.com.

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*Media Contact: Kaleigh Frazier, Ohio Department of Agriculture Public Information Officer,
614-728-6211*

