



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

Ohio Wines...On the Go!

REYNOLDSBURG, Ohio (Aug. 31, 2009) – Ohio consumers can now receive turn-by-turn directions to many of the state’s wineries by accessing Ohio Wines...On The Go!, a new featured link on the Ohio Grape Industries Web site. The feature offers downloadable tours of Ohio wineries within six regions of the state, including the Lake Erie West, Lake Erie East, Central, Southeast, East, and Ohio River regions.

The directions serve as a personal tour guide as visitors are lead from winery to winery within a region. Tested for turn-by-turn accuracy, the directions can be downloaded to a personal computer, Garmin, TomTom, Smartphone, PDA, iPod or MP3 player.

“Ohio’s wine and grape industry contributes significantly to Ohio’s economy. A large part of this contribution is the 1.3 million citizens who visit Ohio wineries each year and purchase an estimated \$65 million in wine, food, and gifts,” said Ohio Department of Agriculture Director Robert Boggs. “The Ohio Wines...On the Go! program gives consumers the opportunity to experience wineries throughout Ohio with ease and works to enhance the benefits that this industry provides to our state.”

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 access the Ohio Wines...On The Go! feature, or to learn more about the Ohio Grape Industries Committee, visit www.tasteohiowines.com.

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Media Contact: Kaleigh Frazier, Public Information Officer, 614-728-6211

