



High Impakt LLC  
904 Cedarwood Trace  
Chesapeake, VA 23322

## Media Release

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### For more information:

Domenick Fini  
President  
High Impakt LLC  
[dfini@highimpakt.com](mailto:dfini@highimpakt.com)  
757-675-1148

# Winter Wine Celebration presented by Virginia Wineries Association Hampton Roads' newest Holiday tradition

Virginia Wineries Association introduces Winter Wine Celebration to Virginia Beach and Hampton Roads on Saturday December 3, 2016 from noon to 5 pm at Virginia Beach Convention Center.

Celebrate the Holidays with friends and Virginia wine as Virginia Beach Convention Center is magically transformed into a Winter Wonderland just in time for the Holidays. Finish off your Holiday shopping early at Winter Wine Celebration with a great selection of Virginia wines, wine accessories and unique gift items that will make you the gift giving star.

Virginia Wineries Association President Justin Rose, also Rosemont of Virginia Winery's winemaker, says "VWA is excited to debut Winter Wine Celebration at Virginia Beach Convention Center. Winter Wine Celebration is designed to promote Virginia wines, allow guests the opportunity to sample some of the best wine in the world and bring it home to give as Holiday gifts." Virginia Beach Convention Center is one of the largest and finest convention centers in the South. Mr. Rose continues, "Virginia Wineries Association is pleased to present Winter Wine Celebration to the Hampton Roads region at this beautiful venue. Virginia Wineries Association is excited to partner with High Impakt Events' President Domenick Fini, the most experienced wine festival producer in Hampton Roads." Mr. Fini says, "The Holiday combination of celebrating the season and finishing your Holiday shopping early is exciting for our guests. I'm not just dipping my toes in the water with the Winter Wine Celebration launch. This is a cannonball, all the way!"

More than 20 Virginia wineries are expected to participate in Winter Wine Celebration. Wineries will provide wine samples to celebrants that purchase Tasting Tickets and will have bottles and cases of wine available to sell to guests. Visit <http://winterwinecelebration.com/updated-winery-list/> for up to the minute winery updates.

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Partial list of confirmed wineries:

AmRhein's Wine Cellars  
Barboursville Vineyards and Winery  
Bold Rock Hard Cider  
Chateau Morrisette  
Davis Valley Winery  
Hill Top Berry Farm and Winery  
Horton Vineyards  
James River Cellars Winery  
Lake Anna Winery  
Mattaponi Winery  
...more wineries coming soon!

Narmada Winery  
North Mountain Vineyard and Winery  
Oak Crest Vineyard and Winery  
Peaks of Otter Winery and Orchards  
Potomac Point Winery  
Prince Michel Vineyard and Winery  
Rockbridge Vineyard  
Rosemont of Virginia Winery  
Williamsburg Winery

Guests can finish off their Holiday shopping early at Winter Wine Celebration with a great selection of Virginia wines, wine accessories and unique gift items that will make you the gift giving star. Looking for that perfect gift for that special someone? You are sure to find it from the many retail shops at Winter Wine Celebration. Retail sales opportunities are still available for unique and handcrafted items. Visit <http://winterwinecelebration.com/holiday-shopping/> to fill out an application.

Are you planning the Holiday Office Party? Winter Wine Celebration Holiday office parties will be remembered by coworkers all year long. Leave the planning to Winter Wine Celebration elves where all the festive details are joyfully packaged. Visit <http://winterwinecelebration.com/holiday-office-party/> for more information and to reserve your Holiday Office Party today!

Early bird ticket discounts make Winter Wine Celebration the most affordable Virginia wine festival in Hampton Roads. A tiered pricing system means the earlier you buy, the less you pay! A limited number of deeply discounted Tasting Tickets are available at each price tier so make your plans early. Ticket quantities are limited and may not be available at the door. Visit <http://winterwinecelebration.com/ticket-info/> to see today's price tier!

First Tier Tasting Ticket - \$30 – includes souvenir glass and sampling privileges  
Second Tier Tasting Ticket - \$35 – includes souvenir glass and sampling privileges  
Third Tier Tasting Ticket - \$40 – includes souvenir glass and sampling privileges  
At the Door Tasting Ticket - \$45 (if available) – includes souvenir glass and sampling privileges  
VIP ticket holders will enter at 11 am, one hour early!  
VIP Early Entry Tasting Ticket - \$50 – includes souvenir glass and sampling privileges beginning one hour early at 11 am

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Winter Wine Celebration will include Hotel Packages that include an overnight stay at some of Virginia Beach's finest hotels and VIP Tasting Tickets. Packages can be built to include transportation, meals and a relaxing spa experience!

**About Virginia Wineries Association:**

Virginia Wineries Association is a non-profit trade association that acts on behalf of the Virginia wine industry. VWA's mission is to actively encourage and support the production, quality, promotion and appreciation of Virginia Wines. VWA has served Virginia Farm Wineries since 1983. VWA grew out of the desire by Virginia winery owners to create a wine community that shared ideas and resources to the benefit of everyone in the Virginia wine industry. VWA promotes viticulture and vintner practices and provides a multitude of wine resources and benefits to its members. VWA hosts Winter Wine Celebration (Southeastern Virginia), Vintage Virginia (Northern Virginia) and supports other wine tasting events. Additionally, VWA hosts wine competitions such as the Governor's Cup. VWA is headquartered in Richmond, Virginia. For more information about Virginia Wineries Association, please visit [www.vawine.org](http://www.vawine.org).

**About High Impakt Events:**

High Impakt Events has more than 20 years of experience in event production, event marketing, brand activation and corporate promotion. High Impakt provides corporate partners with successful branding, sampling and promotional opportunities while giving festival and event guests a memorable experience. Festivals and events are celebrations and High Impakt is the celebration expert.