



Press Release

FOR IMMEDIATE RELEASE
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And the Winner is...

Join us for the inaugural **Lake County Wine Awards Dinner Celebration** taking place in the new event center at Twin Pine Casino in Middletown, CA on July 17, 2013 at 6:00pm.

The Lake County Winery Association is hosting the Awards Ceremony where sweepstakes winners in each wine category will be announced along with the Best in Show award for top overall red, white, rosé and dessert wine by Master of Ceremonies, Ray Johnson, Director of the Lake County Wine Awards Competition, Director of Sonoma State University's Wine Business Institute, Assistant Director of the San Francisco Chronicle Wine Competition, and author of numerous articles and the *TasteWine* blog.

When: Wednesday, July 17th at 6:00pm
Where: Twin Pine Casino, 22223 Highway 29, Middletown, CA 95461
Seating is Limited: \$40 per person in advance

"We feel that this is the best way to celebrate and acknowledge the winners and generate more excitement about Lake County wines", says Megan Hoberg, co-chair of the 2013 Lake County Wine Awards and People's Choice Competition.

The professional wine judging on July 10-12, 2013 at Brassfield Estate Winery also sets the stage for the 2013 People's Choice competition. In partnership with the Lake County Fair, community members will be able to taste the professional panel's award winners on August 31st in an exciting new venue this year. On the Saturday night, fair-goers will have the opportunity to 'blind taste' the judges' top picks and select the "People's Choice." The Association is anticipating a great turn out and the largest exposure for the winning wines in competition history.

For a complete list of judges or for more information about the Lake County Wine Awards, please visit <http://www.lakecowineawards.org> or contact Chairman, Jacquelyn Hettlpi qqp at 707-363-16170

About the Lake County Winery Association:

Lake County is one of the newest destinations for those looking to enjoy fine wines in a relaxed, rural and breathtaking environment. This award-winning unspoiled and undiscovered wine region is located only two hours by car from the San Francisco Bay area and the Sacramento valley.

Encompassing Clear Lake and Mt. Konocti, Lake County holds California's largest natural freshwater lake and a striking and majestic dormant volcano. Mt. Konocti is responsible for shaping a wide range of elevations suitable for growing a wide selection of varietals.

High elevations, rugged lands, gentle slopes and rolling hillsides that melt into expansive and fertile valley floors that feed into the spectacular and picturesque Clear Lake are the origins of Lake County's highly acclaimed wines. For up to date information, visit us at <http://www.lakecountywineries.org>