



FOR IMMEDIATE RELEASE

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More information:

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26th Annual

Galena Nouveau Wine Weekend

Friday, November 19-Saturday, November 20, 2010

NEW! Grand Tasting

Grand Tasting

Saturday, November 20, 2010

Registration begins at 3:30 pm; Tasting 4-6:00 pm

Galena Convention Center

900 Galena Square Drive, Galena

\$30 per person in advance; \$35 at the door (subject to availability)

Sample from more than 200 local, regional and international wines.

Tickets available for sale on our new website

www.nouveauweekend.com or call 815-777-3938

For a complete schedule of events (updated daily), visit:

www.nouveauweekend.com

BRIEF EVENT DESCRIPTION

Galena, Illinois Celebrates Nouveau

Launching the weekend with the delivery of locally produced Nouveau wine by Galena Cellars Vineyard & Winery via horse-drawn wagon and a parade of revelers, Galena restaurants join in the celebration Nov. 19 & 20 with wine-inspired lunch and dinner specials. New to the festivities: A Grand Tasting, Saturday, Nov. 20, 3:30-6 pm at the Galena Convention Center, 900 Galena Square Drive; \$30 per person (in advance); \$35 at the door, based on availability. Lodging, shopping and spa specials available throughout the area.

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“Le Beaujolais nouveau est arrivé!”

French-inspired Nouveau wine tradition becomes a 26-year tradition in Galena, Illinois

GALENA, ILLINOIS— *“Le Beaujolais nouveau est arrivé!”* Simply translated, “Wine lovers: get ready, get set, go!” The third Thursday of November marks the annual release of Beaujolais Nouveau, and the opportunity to be the first to sample the new, shortly fermented wine, previewing the current year’s fall harvest.

In France, this tradition began well over a century ago. In Galena, Illinois, it kicked off at the hands of Galena Cellars Vineyard & Winery in 1985. Today, it’s grown to be a full-blown community celebration inviting epicureans of all levels to enjoy all things wine.

The weekend officially kicks off Friday, November 19 at 2:30 pm when the familiar “clip clop” of horse hooves will be heard throughout Galena’s downtown. On board the horse-drawn wagons sporting revelers is a celebrated guest that will have the entire town in merriment all weekend—Galena Cellars’ 2010 Nouveau wine.

Local restaurants embrace the celebration, offering traditional Nouveau-inspired luncheons and wine tastings, live music and receptions. Throughout the weekend, wine lovers can also enjoy vineyard tours (Galena boasts three area vineyards), winemaker dinners, wine-inspired pampering such as spa and shopping specials and lodging packages.

New to this year’s celebration is a Grand Tasting offering a sampling of more than 200 wines. A great value at only \$30 per person (\$35 at the door), the Grand Tasting takes place on Saturday, November 20 from 3:30-6 pm at Galena’s Convention Center (900 Galena Square Drive). Advanced tickets purchase (recommended), as well as a complete list of weekend happenings and offerings are available online: www.nouveaueweekend.com.

-----CONTINUE FOR EXPANDED INFORMATION-----



About Galena Cellars and the history of Galena’s Nouveau Festival

Galena Cellars Vineyard and Winery—at the hand of 2008 Illinois Winemaker of the Year Christine Lawlor White—is celebrating 26 years at its Galena vineyard. The family owned winery produces more than 40 award-winning varietals and approximately 50,000 gallons of wine annually, including new releases Illinois Chambourcin, Vineyard Rose and Vineyard White which are made from Illinois-grown grapes. The vineyard and winery is also a part of the newly designated Upper Mississippi Valley American Viticulture Area (AVA), the largest designated wine appellation in the world comprising 29,914 square miles.

The first Galena Cellars Nouveau Wine Festival was held in Galena in 1985. “My favorite memory from our first Nouveau Festival is that it was covered nationally by the NBC Today show. The press was tremendous; all the local NBC affiliates in the tri-states were filming the Today show filming us,” said Lawlor.

The festival has greatly evolved through the years. What started with a small number of people, restaurants and lodging and has grown every year. “Downtown Galena is the perfect place to have Nouveau because of its vintage charm and ability for attendees to enjoy a variety of businesses within a close proximity,” Lawlor added.

Another tradition of Galena Cellars Nouveau Festival is the limited printing of its collectible Nouveau poster, mirroring the artwork chosen for the current year’s Nouveau wine label. This year’s artwork was created by local artist Paul Chase and is a unique depiction of wine and a guitar.

Galena Cellars’ Nouveau wine is available for sampling and purchase at three locations: Downtown Galena (515 South Main Street), Galena Cellars Vineyard and Winery (4826 North Ford Road—2 miles from the Galena Territory) and at Galena Cellars in Geneva, Illinois (477 South Third Street, Dodson Place). Also available online at www.galenacellars.com.

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Photo caption: Horse-drawn wagons deliver will deliver the 2010 Galena Cellars Nouveau to Main Street Businesses on Friday, November 19. Businesses throughout Galena will be offering wine tastings, wine dinners, lodging, spa and shopping specials.

Photo caption: 2010 marks the 26th Annual release of Galena Cellars Nouveau wine. Celebrations are planned at Galena area businesses for November 19 and 20th.