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Shenandoah Spirits Trail Receives \$22,000 Grant

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Woodstock, June 28, 2017 - The Virginia Wine Board has awarded The Shenandoah Spirits Trail \$22,000 as part of their FY2017/2018 Wine Marketing Fund Grant. Grants are designed to promote Virginia wineries and their products in the market through new initiatives.

The Shenandoah Spirits Trail launched in late September 2016 in an effort to promote the vineyards, breweries, cideries and distilleries throughout Shenandoah, Rockingham and Frederick Counties as well as the cities of Winchester and Harrisonburg. Recent efforts included the production of a website, ShenandoahSpiritsTrail.com, pocket maps, and posters as well as advertising to promote the trail regionally and throughout the state.

This grant will enable The Shenandoah Spirits Trail to expand their marketing to include a variety of print and digital advertisements for an audience throughout the mid-Atlantic region. The trail aims to raise awareness of the area's diverse offering of vineyards, breweries, cideries and distilleries and increase visitation to the Northern Shenandoah Valley.

"We often hear people tell us about visiting the vineyards along I-66 or in Loudon County but then turn around when they reach I-81, not realizing how much we have to offer within the Shenandoah Valley," explains Jenna French, Director of Tourism & Marketing for Shenandoah County. "We developed the Shenandoah Spirits Trail as a way to shed light on these incredible businesses and the area's rich agricultural roots within the beverage industry."

Since its inception, the Shenandoah Spirits Trail has distributed nearly 35,000 pocket maps to people interested in exploring the offerings throughout the region. These maps have also serve as a great tool for cross promotion of existing establishments and encourage vineyards, breweries, and other businesses to promote one another.

Thanks to The Trail's initial success, the Shenandoah Spirits Trail is expanding this year to also include Clarke, Warren and Page Counties and will feature more than 40 businesses by the end of the 2017.