

THURSDAY, SEPTEMBER 24

10:00 AM WELCOME TO PA WINE LAND: SUSQUEHANNA VALLEY

Live segment

10:15 AM OUT IN THE VINES WITH THE ZIMMERMANS
AT SHADE MOUNTAIN WINERY & VINEYARD

Pre-recorded segment on grapes and growing in Susquehanna Valley with follow up Q&A and discussion

10:30AM. BACK IN THE TASTING ROOM WITH THE ZIMMERMANS: WINE TASTING & DISCUSSION

Live segment, hosted by Staci Anderson



SHADE MOUNTAIN WINERY 2017 CHARDONNAY
SHADE MOUNTAIN WINERY 2017 CABERNET FRANC

11:15 AM BREAK

11:30 AM LUNCH FROM ELIZABETH'S BISTRO OF LEWISBURG WITH LOCAL WINE PAIRINGS

Live segment & conversation

· HAPPY VALLEY VINEYARD & WINERY 2015 CHAMBOURCIN
· ARMSTRONG VALLEY WINERY 2019 RIESLING

12:15 PM. TIME TO MAKE THE WINE WITH THE ZALESKIS AT FERO VINEYARDS & WINERY

Pre-recorded segment on wine production with follow up A&A and discussion

12:30 PM TIME TO DRINK THE WINE WITH THE ZALESKIS: WINE TASTING & DISCUSSION

Live segment, hosted by Greg O'Loughlin



" FERO VINEYARDS & WINERY 2019 GRÜNER VELTLINER " FERO VINEYARDS & WINERY 2019 DRY ROSÉ PINOT NOIR

1:15 PM SWEET TREAT FROM ELIZABETH'S & FURTHER CONVERSATION

1:30 PM CAMP SENDOFF

HOSTS & GUESTS

PENNSYLVANIA WINERY ASSOCIATION

JENNIFER ECKINGER
EXECUTIVE DIRECTOR
JECKINGER@PENNSYLVANIAWINE.COM
717.234.1844

JEN MUNSCH
COMMUNICATIONS COORDINATOR
PWA@PENNSYLVANIAWINE.COM
717.234.1844

SHADE MOUNTAIN WINERY & VINEYARD

JENNY AND BILL ZIMMERMAN, OWNERS
JENSMW@PTD.NET

FERO VINEYARDS & WINERY

CHUCK AND DANEEN ZALESKI, OWNERS INFO@FEROVINEYARDS.COM

SWELL

GREG O'LOUGHLIN PARTNER & FOUNDER GREG@SWELLSTART.COM 267.984.1315

STACI ANDERSON
CREATIVE DIRECTOR & PARTNER
STACI@SWELLSTART.COM
215.582.8166

REBECCA BLANK
PR CONTACT
PR@SWELLSTART.COM
201.738.9791

PA DEPT OF AGRICULTURE

LAURA ENGLAND
DIRECTOR,
BUREAU OF MARKET DEVELOPMENT
LAENGLAND@PA.GOV