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**New Kent Winery Reserve Chardonnay Awarded  
2011 Virginia Governor's Cup White**

**Richmond, Va.** (Oct.5, 2011) - New Kent Winery's 2009 Reserve Chardonnay has been awarded the 2011 Virginia Governor's Cup for White Wines. Fermentation on the yeast lees in small premium American oak barrels makes this well rounded creamy Virginia Reserve Chardonnay unique among other wines. Extremely youthful despite its vintage, New Kent Winery's 2009 Reserve Chardonnay pairs beautifully with flavorful cheeses and all types of shellfish, veal, pork, poultry, seafood and cream sauce pasta dishes.

"I am honored to accept this award and do so with great pride. I acknowledge the others who made this possible: my partners in this winery, Boddie-Noell Enterprises, deserve much credit. I also want to thank the wonderful New Kent Winery staff - their dedication and hard work have contributed greatly to our success. Finally, I want to thank our wonderful winemaker, Tom Payette. Tom's expertise and magical touch has helped New Kent Winery establish itself as one of Virginia's premier wineries," said New Kent Winery owner Pete Johns.

Owning a winery has been a life-long dream of Johns, whose winery is part of a large Master Planned Community, the New Kent Vineyards. Made of recycled historic materials, including pre-Civil War oversized handmade brick and cypress logs that were under water for more than 150 years, reclaimed heart pine columns and beams, the 17,000 sq. ft. winery is one of the "greenest buildings" in the Mid Atlantic Region.

"What a huge honor to be recognized for our 2009 Chardonnay Reserve. It is a privilege to work with such fine people at New Kent Winery and I am blessed to be able to do what I love to do - making wine. It has been a huge rewarding year for me and I am thrilled. Please swirl, sip and savor this beautiful Chardonnay," said winemaker Tom Payette.

The 2011 Virginia Governor's Cup Competition for white wines is sponsored by the

Virginia Wineries Association (VWA). The competition took place Aug. 27 at Lansdowne Resort. Of the 162 wines entered from 52 wineries, representing all of the appellations in the Commonwealth, there were seven Gold medalists, 42 Silver medalists and 54 Bronze medalists. The Virginia red wines were judged earlier this year and announced in at the Virginia Wine Expo in February.

The Governor's Cup was selected from the seven Gold medalists: New Kent Winery Reserve Chardonnay 2009, Bluestone Vineyard BLUE ICE 2010, Prince Michel Vineyard Mt. Juliet Petite Manseng 2008, Willowcroft Farm Vineyards Claire 2010, Barren Ridge Vineyards Harmony 2009, James River Cellars Semi-Dry 2010, and North Gate Vineyard 2010 Viognier.

A panel of 26 judges from five states judged the wines, which represent all of the appellations in the Commonwealth. The Governor's Cup White was awarded at the launch of October Virginia Wine Month, Oct. 5 at the Virginia Museum of Fine Arts. A private media tasting of the Gold medalists was held immediately preceding the Governor's Cup award at the Grand Virginia Wine reception.

There were several noted journalists and other wine aficionados among the judging staff including Jeff Siegel (Dallas Morning News), Tony Lawrence (Wine Chef Philadelphia), Deborah Parker Wong, (Northern California editor for The Tasting Panel) along with retailers from Virginia and Maryland.

The rapid growth of Virginia's vibrant wine industry has made it one of the fastest growing agricultural sectors in the state. In 1979, there were only six wineries in Virginia. Today, there are over 190 wineries, with growth escalating as fast as the state's advancements in wine quality and reputation. For a complete list of winners and further information about events, tours and tastings, please visit the Virginia Wine Marketing Office's website at <http://www.virginiawine.org/> or call 1-804-344-8200.

The Virginia Winery Association's (VWA) mission is to actively encourage and support the production, quality, promotion, and appreciation of Virginia Wines. The VWA, representing all Virginia's farm wineries, is the go-to-resource and focal point within the wine industry for local, state and national issues that affect its members.

The Virginia Governor's Cup Wine Competition has been held in Virginia since 1982. Sponsored by the VWA, the competition is open to Virginia appellation wines and ciders that use 95% or greater fruit grown in Virginia.

New Kent Winery is located in the heart of New Kent Vineyards, a multifaceted mixed-use planned community. In keeping with the rural setting of the county, the community will be surrounded by vineyards, which serve as a buffer from the parkway that travels through the community. For more information visit [www.newkentwinery.com/](http://www.newkentwinery.com/).

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## FOR IMMEDIATE RELEASE

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## Governor McDonnell Announces Virginia Wine Month

*~Virginia Celebrates the 23<sup>rd</sup> Anniversary of October Virginia Wine Month~*

**RICHMOND, Va. (Sept. 30, 2011)** – Governor Bob McDonnell has proclaimed October as Virginia Wine Month for 2011. October Virginia Wine Month is in its 23<sup>rd</sup> year as a major state initiative to highlight Virginia’s beautiful vineyards, world class wines and festivals during the height of fall foliage season.

Since October Virginia Wine Month began in 1988, the Virginia wine industry has grown tremendously, encompassing nearly 200 wineries and 16 wine trails. Now ranking fifth in the nation for number of wineries and sixth for wine grape production, Virginia serves as a perfect destination for oenophiles and travel enthusiasts.

“Fall is the perfect time to experience Virginia. Visit our wineries, enjoy our local cuisine, stop by some of our amazing historical landmarks and appreciate the bounty that Virginia has to offer,” said Governor McDonnell.

To honor October Virginia Wine Month, The Virginia Wine Board and Virginia Tourism Corporation sponsor “Discover Your Local Crush” as the Virginia Wine Month theme, tempting travelers to visit and taste the best of Virginia wines at wineries and festivals statewide. From the coastal serenity of the Eastern Shore to the majestic splendor of the Blue Ridge Mountains, each wine region provides travelers with one-of-a-kind wine experiences.

“Virginia wineries are in every region of the state, so it is one of our most visible agricultural products. While still fairly small by international standards, Virginia wineries are gaining in stature for the quality of wines produced,” said Secretary of Agriculture Todd Haymore.

In addition to Virginia wineries, Virginia wines can be purchased at more than 500 restaurants and wine shops highlighting Virginia wines during the month-long promotion. Check [www.virginiawine.org](http://www.virginiawine.org) for information on where to find participating restaurants and wine shops.

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## Virginia Wine Industry Fact Sheet

### Statistics in 2011:

Wineries: 220  
 Rank in the US Wine Production: 7<sup>th</sup>  
 Number of Vineyards: just under 3,000 acres  
 Number of vineyards: 270  
 Jobs Produced by Virginia Wine Industry: 2,750 jobs \*  
 Dollar IMPACT to Virginia: \$347 million in economic impact  
 Dollar impact in TAX revenue\*: \$35 million in tax revenue  
 Based on MKF study in 2007 with 2005 data, the most recent available.\*

### National Recognition:

Virginia is one of the top five new wine travel destinations in the world, according to Travel + Leisure magazine, July 2007. Virginia was the only American region to be featured in the *Wine-Lover's Guide: 5 Wine Regions to Visit Now* article. Virginia wines have been written about in Southern Living, Decanter Magazine, Wine Enthusiast, Bon Appétit, CNN, Travel & Leisure magazine, and the Washington Post, Washingtonian Magazine.

### Background:

Virginians have made wine for more than four centuries. The Jamestown settlers had such hopes that Virginia would become a major source of wine for the British Empire that in 1619 they signed into law a requirement for each male settler to plant and tend at least ten grape vines. In hopes of one day realizing the promise of fine Virginia wines, Thomas Jefferson cultivated European grapes for more than 30 years. His Monticello vineyards never produced a single bottle of wine from his years of vineyard trials. In the 1820s, wines made from Native American grapes met with great success. A Virginia Norton wine was named “best red wine of all nations” at the Vienna World’s Fair in 1873. Prohibition promptly brought it to a standstill. The industry was slow to bounce back. Some 17 years after Prohibition’s repeal, Virginia had all of 15 acres of commercial wine grapes.

With the establishment of six new wineries in the 1970s, a renewed effort to grow wine grapes took hold. Then By 1995, Virginia had 46 wineries. By 2005, there 107 wineries. At 220 wineries and counting today, only California, New York, Oregon and Washington have more wineries than Virginia.

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**Left to Right:**

New Kent Winery Owner Pete Johns  
Winemaker Tom Payette  
Governor McDonnell  
First Lady Maureen McDonnell

*Karen*

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