

September 3, 2008

**Virginia Wine Travel Comes of Age with  
20<sup>th</sup> Anniversary of Wine Month**

*-Luca Paschina pours his passion for excellence into every bottle at  
Barboursville Vineyards-*

Media Only

Tamra Talmadge-Anderson  
Public Relations Director

TEL (804) 545-5573  
CEL (804) 201-7839  
EML [ttanderson@virginia.org](mailto:ttanderson@virginia.org)

Virginia Tourism Corporation  
901 East Byrd Street  
Richmond, VA 23219-4048 USA

TEL (804) 545-5500  
FAX (804) 545-5501  
[www.virginia.org](http://www.virginia.org) (consumer)  
[www.vatc.org](http://www.vatc.org) (industry)

(Richmond, Va.) Virginia wine travel has come of age with the 20<sup>th</sup> Anniversary of Virginia Wine Month in October. Trail blazers such as Luca Paschina of [Barboursville Vineyards](#) have taken Virginia wine to the next level, driven by a fierce commitment to quality. Luca's passion for excellence appeals to travelers looking to live out their passion for wine in Virginia.

Luca is a third generation winemaker from Italy's Piemonte region who came to Barboursville in 1990. Virginia's natural beauty and the idea of making an impact on a new wine region captivated him immediately.

The traditional winemaking style he learned from his father and grandfather in Italy became the hallmark for Barboursville wines. For nearly two decades, Luca has poured his passion for winemaking into every bottle. Now as the accolades and acclaim roll in, Luca still keeps his head and feet planted firmly among the vines. He shares his inspiration for winemaking in his "Portraits of Passion" video vignette on [Virginia.org](http://Virginia.org).

"Indeed it is a great inspiration to grow grapes in the region where Thomas Jefferson really wanted to be able to," explains Paschina. "He was never able to produce a great wine here in Virginia. Today we can, so we're tying back in his great passion for making wine and the reality today."

Barbourville was one of just 40 wineries that ushered in the inaugural Virginia Wine Month in 1988. Today there are nearly 140 across the state, making Virginia a must for wine lovers and adventure seekers in October and throughout the year.

Virginia's wineries are destinations within themselves. Visit in October to experience the peak of fall foliage that coincides with Wine Month. Wineries such as Veritas Winery near Charlottesville, Philip Carter Winery in Loudoun County and Villa Appalachia in southwest Virginia are surrounded by sweeping mountain views that accentuate wine tastings and tours.

Fall is a beautiful time to travel along the Virginia's many wine trails that trace themes of history, small towns and pristine countryside. Travel in the footsteps of Thomas Jefferson at 22 wineries along the Monticello Wine Trail. Soak in the beauty of the mountains along the Blue Ridge WineWay. Or hug the waterways of the Chesapeake Bay along the Northern Neck Wine Trail.

-more-



## NEWS

For the ultimate wine getaway in Virginia, spend the night among the vines. Several of Virginia's wineries offer overnight accommodations. From the splendid new [Wedmore Place](#) boutique hotel at the [Williamsburg Winery](#) to [Sharp Rock Winery](#)'s bed & breakfast [cottages](#) to the [1804 Inn](#) suites at [Barboursville](#), find just the right place to snuggle in with a glass of Virginia wine.

Ready to sample Virginia's passion for excellence? Go to [www.Virginia.org/wine](http://www.Virginia.org/wine) to plan a wine getaway and [watch Luca Paschina](#) as he checks on the grapes at Barboursville Vineyards.

###

### **Note to media:**

The Virginia Travel Stories series is part of the [Live Passionately - Virginia is for Lovers campaign](#). The Virginia Tourism Corporation's Portraits of Passion highlight Virginians like Luca Paschina who embody the spirit of Live Passionately. Live Passionately is less about a vacation and more about a lifestyle, with savvy travelers choosing to visit Virginia to live out their passions for wine, music, heritage, outdoor adventure and other fulfilling experiences that make Virginia one of the top destinations in the country.

Video and downloadable images of Luca Paschina and this feature in Word and PDF format are available for media use at [www.vatravelstories.com](http://www.vatravelstories.com).