



Nebraska Winery and Grape
Growers Association

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(Kearney, NE) – The Nebraska Winery and Grape Growers Association (NWGGA) announced their 2010 Passport Program winners in Kearney at the Governor’s Agri/Eco Tourism Conference on March 22. The 2010 NWGGA Passport Grand Prize winner was Shane Marquis of Lincoln, who won a weekend stay in a Nebraska Bed & Breakfast Inn of his choice. First prize, a case of Nebraska wines, was awarded to Karen Bullard of Omaha. Vicki Vonloh of Lincoln wins second prize, a Nebraska Gift basket valued at \$50.

2010 marked the third straight year of the Nebraska Wine Passport Program and saw over 25,000 passports distributed to patrons throughout the state. The passport consists of a map of Nebraska showing the locations of Nebraska’s wineries and tasting rooms. Upon purchase of wine or a tasting, the passport is stamped and participants are ready for their next location.

Richard Hilske, NWGGA President stated that, “the 2011 Passport Program is ready to kick off. Year four of the program will feature 23 Nebraska wineries and 6 tasting rooms.” He added, “our members plan to distribute nearly 30,000 passports across the state hoping more Nebraskans visit our award winning wineries in 2011.” Those interested can download the passport from the association’s website if they wish to get started right away. Printed copies should be out by the end of April.

Hilske added, “in 2010 the Nebraska wine industry saw a 27% increase in sales and contributed an estimated \$16.4 million to the states economy, generating an estimated \$2.1 million in wages.” Hilske also noted that, “while our oldest winery is now 16 years of age, the average age of our wineries is less than 5 years old yet each Nebraska Vintage seems to get better and better as evidenced by our growing medal count in international wine competitions.”

“The NWGGA Passport Program not only promotes Nebraska wines, but also encourages people to visit communities and buy other products all over the state. It’s a win-win for everyone,” concluded R Hilske,

For more information on the NWGGA 2011 Passport Program, please visit www.nebraskawines.com or call 888/552.3711.

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