

FOR IMMEDIATE RELEASE

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Press inquiries

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INTERNATIONAL WINE TOURISM MAGAZINE LAUNCHES TODAY **Available as a free online digital publication**

“Wine Tourist Magazine” promises to take readers to the entire world of wine

WASHINGTON, D.C -- The first free, digital magazine focusing on international wine tourism launches today as part of a collaborative project led by The Virginia Grape’s Brian Yost. The monthly magazine offers a unique collection of articles by a team of contributors from all over the globe, recruited specifically to report on their local wine regions. Writers include wine, food and tourism specialists from locations across the United States, and internationally in Australia, Argentina, the United Kingdom, Germany, France with new contributors added almost daily.

Wine Tourist Magazine is a digital publication that can be read on any mobile smartphone or tablet device, or in its full web version. This allows for superb interactivity, video features, and high-resolution photos to accompany the reading experience.

We have noted that the mainstream wine press tends to focus on a handful of top wine producing regions. It is our goal to cover the entire world of wine. *Wine Tourist Magazine* will not ignore places like Napa, Bordeaux and Tuscany, but we will take our readers to places that are less well known. In order to do this, we will employ all the tools of the digital age to make the reading experience as interactive as possible. – Yost

Wine Tourist Magazine will offer new content on a rolling basis, adding new material multiple times a month. In addition to personal essays, features such as “Winebird,” “Where’s Rebekah,” “Wine in the City,” interviews with regional food and wine personalities, *Wine Tourist Magazine*’s contributions will include material from the magazine’s readership, and wine and tourism specialists.

Staffed by a prolific editorial team, *Wine Tourist Magazine* is a social media-driven global collaborative of wine tourism enthusiasts, showcasing wines from lesser known wine regions with road-tested tips on how to navigate them.

For more information, visit www.winetouristmagazine.com

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