



September 28, 2016

The Urban Winery of Silver Spring, Maryland

Thursday, October 6th

All Night Happy Hour & Marketing Workshop at 6:30pm

“Niche marketing: Coming out of the Woods”

Featuring: Hermit Woods Winery Vinters Ken Hardcastle, Bob Manley, & Chuck Lawrence

With a complementary tasting of their award winning wine, “Petite Blue”

&

The Urban Winery’s Damon and Georgia Callis

With a complementary tasting of their award winning wine, “Winemaker’s Helpers”

Join The Urban Winery as we chat with vintners Ken Hardcastle, Bob Manley, and Chuck Lawrence. Bob will focus the discussion on strategies for marketing your niche business in an ever-changing world. Ken, Bob, and Chuck bring years of experience successfully marketing their small batch wines from New Hampshire across the country. They have been featured in regional and national media, including the Today Show and Wines and Vines Magazine, and they continue to grow and learn with new tools and strategies daily. The vintners will also talk about the crafting of the unique dry style, barrel-aged fruit wines, reminiscent of classic red and white grape wines from wine regions around the world.

About Hermit Woods: Located in Meredith, NH, Hermit Woods Winery produces award winning traditional wines, meads, and fruit-based wines. Old world character meets new world fruit, as each of their award-winning and handcrafted wines is made from a unique combination of locally sourced fruit, honey, and flowers, which are, in some cases, wild-foraged. Our process is devotedly hands-on from vine to bottle, using old world techniques with the highest level of care and integrity resulting in a wine that is rich and complex. For more information about Hermit Woods Winery, visit www.hermitwoods.com.

About The Urban Winery: We are the first “urban” winery in the Mid-Atlantic region. A local, family, and veteran-owned and operated boutique winery located right in Downtown Silver Spring, The Urban Winery is minutes from our nation’s capital. We provide an experience like no other, with our knowledgeable wine savvy staff who will guide you through our food and wine pairings, tasting classes, and custom crushes for either personal fun or business needs.

Please contact Damon at info@theurbanwinery.com to participate. For more information on upcoming events and our Urban Crush demonstrations, you can also visit www.thurbanwinery.com or our Facebook calendar to keep up to date events.

The Urban Winery
949 Bonifant St. Silver Spring, MD 20910
www.theurbanwinery.com * info@theurbanwinery.com * 301-585-4100