

PRESS UPDATE:

**Contact: Holly/Berks County Wine Trail
Phone: 610 488 7966**

Hi-Rez Photos available (downloadable links below).

(Eastern Pennsylvania) Got Wine? Got Art? Get both on the Berks County Wine Trail on Saturday August 7th and Sunday August 8th, Noon to 5 PM both days for "Cool Art Cool Wine" Tasting Event Weekend. Visit scenic Berks County -- see the sprawling countryside surrounding the Reading area, also located just Southwest of the Lehigh Valley; or about an hour North of Greater Philadelphia; or about 1.5 hour West of Manhattan. Enjoy terrific Pennsylvania produced wines, enjoy gourmet wine creations, as well as locally created art during a special two-day exhibit along the wine trail by the Studio Artists of the Goggleworks Center for the Arts.

The Goggleworks Center for the Arts, located in Reading, PA, is a community art and cultural arts complex for Berks County and Central and Southeastern Pennsylvania, and is the largest, most comprehensive interactive arts center of its kind in the country. The mission of the GoggleWorks is to nurture the arts, foster creativity, promote education and enrich the community. "Cool Art Cool Wine" Weekend is your chance to taste great wine and get a taste of what beautiful art is painted in Berks County by its local artists.

During "Cool Art & Cool Wine", wine trail visitors to the Berks wineries can enjoy a "self-guided tour" of the Berks County Wine Trail's 8 participating wineries and cool off during this event weekend with refreshing 'wine treats' and meet all the artists who make great wine and great art! During this fanciful wine weekend, visitors will discover at each winery, clever cocktail interpretations made with wine, or refreshingly light, summery gourmet dishes paired with local Berks wines and of course the artistic works of several different local artists who regularly show their work via the Goggleworks. An added bonus during this event weekend: trail visitors can stop by the Goggleworks itself on Sunday August 8th during Goggleworks' "Second Sunday" a monthly open-house during which visitors can tour artist galleries and studios.

A wild assortment of deliciously clever "cool wine treats" to be featured during this wine tasting event weekend at the wineries along the Berks County Wine Trail will include: Sangria Panna Cotta, Cabernet Cobbler, Breakfast Bubbly "Cir," Chardonnay Jelly, Cabernet Carmel Sauce, Port Parfaits, Blueberry Wine Slushies... as well as many more 'cool treat' menu items posted on the wine trail website prior to the event weekend. It is also a great opportunity to sample other signature wines produced from grapes and fruits grown in the region: chardonnay, cabernet franc, pinot noir, vidal, riesling, apple, cherry, blueberry, to name a few.

To further refresh your mind and spirit, some of the Goggleworks Studio Artists who will be featuring their work onsite at the trail wineries during this summertime event are: selected works

of Adrienne Trafford will be on display at Pinnacle Ridge Winery (Kutztown); Judy Lupas' contemporary paintings will be exhibited at Manatawny Creek Winery (Douglassville). Mary Lou Creyts is will display her portraiture at Calvaresi Winery (Bernville); explore Suzanne Fellows' mixed-media work at Kog Hill Winery(Morgantown); Adry Eberhard's work will be exhibited at Clover Hill Vineyards & Winery(Robesonia); and Jan Gaul will be showcasing her work at Blair Vineyards' new facility in Kutztown. Visit the Berks County Wine Trail website soon for more news of artists' exhibits as this information is posted. To learn more about these unique artists or their works, please visit the Goggleworks' website.

Can't visit the wine trail wineries or the Goggleworks during this particular weekend for this event? You can visit any of the trail wineries any day of the week to sample wines from their tasting menus. Visit the Berks County Wine Trail wineries' individual websites for details regarding hours of operation. It's a perfect way to spent a summers' afternoon. If you're looking for more individual winery events to attend in August: Member winery Blair Vineyards be hosting their official Grand Opening celebration on Saturday August 14th & Sunday August 15th from 11 AM to 5 PM at their new Kutztown winery facility. Also, many of the wineries along the Berks County Wine Trail will be celebrating winemaking in Pennsylvania during the mass "Great Pennsylvania Wine Toast" on Saturday August 14th (be at your local Pennsylvania winery before 4 PM to raise your glass in a hearty toast to PA wine!) as hosted by the Pennsylvania Wine Association (www.pennsylvaniawine.com) to break the world record of number of toasts held at the same moment in time.

This wine pairing event is free; no reservations or tickets required. However, the wine trail does like to point out that some of the member wineries charge a nominal/refundable fee to taste offerings from their regular wine tasting menus. Need help planning your self-guided tour of the Berks County Wine Trail's wineries during this event or during any day you'd like to get out and explore the wine trail? Visit www.berkscountywinetrail.com for maps, directions, winery addresses or general info. Questions? Please contact the trail: berks_county_wine_trail@yahoo.com

The GoggleWorks is regularly open Monday through Saturday from 9 am to 9 pm, and Sunday from 11 am to 7 pm. Free parking is available in the GoggleWorks parking lot. For more information, 610-374-4600 or www.goggleworks.org

**Downloadable links to hi-rez photos:
(photo credit: Berks County Wine Trail)**

http://www.berkscountywinetrail.com/bcwt_bottles_row_300_3.jpg

http://www.berkscountywinetrail.com/bcwt_glasses_brushes_300_1.jpg