

NEWS RELEASE

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ViciVino.com Introduces Educational Wine Tours

ViciVino.com celebrates first anniversary of website for wine lovers seeking travel information on California wine regions

Dublin, CA — July 7 2009 — ViciVino.com (pronounced **vee**-chee **vee**-noh) today announced the launch of its unique [Educational Wine Tours](#), providing itinerary services, self-guided and all-inclusive overnight tours for couples to small groups. ViciVino.com, a website dedicated to provide data, wine education and resources, was launched just over one year ago focusing on helping travelers optimize their wine tasting and travel experiences in California.

ViciVino.com's Educational Wine Tours are designed for those without the time or the detailed knowledge of the area, and looking for an enjoyable, educational, unique wine travel experience. The ViciVino.com staff have innate knowledge of the California wine regions and customs and quickly bring their experiences and expertise to individual travel requirements.

"When researching for a wine getaway or vacation the choices of wineries, restaurants, lodging and other activities can be overwhelming. There is a huge amount of data to sort through," said Lori Lapidés, founder of ViciVino.com.

"ViciVino.com does the hard work and turns all that data into useful information.

With our Educational Wine Tours we provide the perfect wine vacation to match your time, budget and wine interests."

The Educational Wine Tours include three options including [Seeker](#), [Explorer](#) and [Ultimate Adventurer](#). The ViciVino.com [philosophy](#) is to have the wine traveler learn about the process of making wine from vine to bottle to table. Each tour is designed to the customers' interests, which regions they want to visit and the time and budget they have for the trip. Each tour includes four educational components: vineyards, wineries, varietals, and wine and food pairings. The result is a personalized tour, combining wine, education and pure enjoyment.

The ViciVino.com tours focus on learning through hands-on experiences in the vineyards, wineries, tasting rooms, and dining rooms of the California Wine Regions. Using ViciVino.com's tour service, wine travelers learn about wines and vines from the experts, from walking through vineyards, comparative tasting, and from trying different food and wine pairings. Seeker Tours are the ViciVino.com personalized itinerary service with recommendations for where to go and what to do. This is a great low-budget option for wine region travel. Explorer Tours are self-guided, with a detailed daily agenda customized for each wine travel group. And the Ultimate Adventurer Tours are all-inclusive, upscale tours with ViciVino.com's world class wine experts as private guides.

ViciVino.com Year 1 Accomplishments

- 3x growth in visits reaching about 10,000 visits each month

- [On-line catalog](#) of the Livermore, Monterey/Carmel, Paso Robles/San Luis Obispo, Santa Cruz, and Russian River (Sonoma County) wine regions (including wineries, lodging, restaurants, spas, golf and other activities)
- Tens of [wine and food pairing](#) suggestions, including recipes
- [Harvest 2008](#) chronicled by Winemaker B
- [Interviews](#) with winemakers
- [Vintique](#), a boutique with unique products relating to wine, perfect for gift giving
- The development of [Lori's Blog](#) and the growth of the [Discussion Forum](#)

About ViciVino.com

"Veni, vidi, vici!" (I came, I saw, I conquered!) was the response of Julius Caesar, when asked by the Roman Senate about his recent victory over Pharnaces II in Turkey. ViciVino.com is dedicated to making wine travels in different wine regions easier and more enjoyable through education and tours. ViciVino.com offers fun while learning about grape growing, wine making, food and wine pairing, and wine travel. Knowledgeable and experienced travel planners at ViciVino.com design the perfect wine travel experiences with the goal that at the end of each wine journey - at home, on the ViciVino.com website, in the wine regions - travelers will say, "**Veni, vidi, vici ... vino!**"

More information about ViciVino.com is available in its [background information document](#). Click [here](#) to get our advertising rates and specials.

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