

FOR IMMEDIATE RELEASE

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First Wine of the 2011 Harvest

Sautee-Nacoochee, GA: Serenity Cellars, in conjunction with Yonah Mountain Vineyards, is excited to announce the release of the first wine of the 2011 harvest, Serenity Cellars 2011 New Vogh. To celebrate, the public is invited to the 2011 New Vogh release party, Saturday, November 26 at the Yonah Mountain Vineyards tasting room in Sautee-Nacoochee.

The artwork for the 2011 New Vogh label was done by Chris Walker, owner and operator of C. N. Designs in Atlanta. Selected from a field of 13 entries in the New Vogh Label Art Contest, Walker's striking painting of a north Georgia vineyard scene evokes the work of Vincent Van Gogh. The New Vogh Label Art Contest was held at Crush Fest, a harvest celebration at Yonah Mountain Vineyards Labor Day Weekend.

Yonah Mountain Vineyard's winemaker, Joe Smith of Cleveland, says that the 2011 New Vogh is the best he has produced to date. In the Beaujolais Nouveau style, the Serenity Cellars 2011 New Vogh is a quaffable, light red wine with bright berry flavors. The release party will feature hors d'oeuvres and live music. As the first release of a great 2011 harvest, this easy drinking red wine is perfect to share with and give to friends and family during the coming holidays.

The Yonah Mountain Vineyards tasting room in Sautee, 2454-B Highway 17, is open seven days a week. For information on Serenity Cellars and Yonah Mountain Vineyards, visit www.yonahmountainvineyards.com. For information about Chris Walker, visit <http://cnwalkerdesigns.com>. For information on Beaujolais Nouveaus wine, visit www.intowine.com/beaujolais2.html.

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