



NEWS

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LAKE MICHIGAN SHORE WINE TRAIL COLLABORATES WITH PERRY BALLARD INCORPORATED TO INCREASE MARKET AWARENESS

ST. JOSEPH, Mich. — The Lake Michigan Shore Wine Trail (www.miwinetrail.com), a collective effort of 12 wineries and seven satellite tasting rooms in Southwestern Michigan, recently chose Perry Ballard Incorporated (PBI) to assist with its brand positioning and market growth strategy, announced PBI President Gary Tipton.

PBI will help to brand the group of wineries located in the southwest corner of Michigan that are part of the Lake Michigan Shore AVA, a designated American Viticulture Area (AVA) – just as Napa Valley and Sonoma Valley in California are. The area contains more than 10,000 acres of grape vineyards from the state line north to Saugatuck and from the lakeshore east of the vineyards in Paw Paw. It will first develop a logo and a brand position for the Wine Trail. Then it will implement marketing and communication strategies to increase traffic to the Wine Trail's Web site (www.miwinetrail.com), increase visitors at participating wineries and tasting rooms and eventually increase the profile and availability of Lake Michigan Shore wines at regional retail stores and restaurants.

"PBI's branding efforts will help us appeal to visitors in the region who are looking for new and different vacation experiences," said Wine Trail spokesperson Katie Maurer, who also represents Domaine Berrien Cellars and Winery (www.domaineberrien.com). "Tasting our award-winning wines isn't just for connoisseurs. We make it fun and educational for everyone. And with the special events and festivals our wineries offer all year-around, a day along the Lake Michigan Shore Wine Trail is a natural addition to your getaway weekend."

Perry Ballard Incorporated provides strategic marketing and communication services and is a member of the American Association of Advertising Agencies. For information about branding and Web services, call PBI at 1-800-800-9547 or visit www.perryballard.com.

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