



photo courtesy of The Sanford Herald

Vines & Wines

the economics of a burgeoning Tar Heel industry ... and a taste of the fruits of one winemaker's labor

With many of the more-famous Tar Heel wineries located out west, in the mountains and throughout the Yadkin Valley, most locals may not realize how important the state wine industry is becoming.

Or, for that matter, the fact that many award-winning wines are produced at small wineries near Greensboro, Raleigh and even closer to home.

Tuesday, February 24 • noon
Chef Paul's Café & Catering
Sanford

Guy Loeffler, a recent board member of the North Carolina Winegrower's Association and owner of Horizon Cellars near Siler City, offers an overview of the Tar Heel wine industry – and a brief wine tasting – at this most-fruitful gathering.

Fresh from the state winegrowers' annual conference, Guy harvests the latest industry data, picks from what's happening throughout the state and in areas surrounding Lee, and blends it with an inside look at his own operation.

Then, he'll give guests a chance to sample some of his own premium wines, each produced in small quantities using Old World craftsmanship.

About the Speaker ...

Guy Loeffler

Former Board Member, N.C. Winegrower's Association
Owner, Horizon Cellars

FORMER SECRETARY of the North Carolina Winegrower's Association and owner of Horizon Cellars, Guy Loeffler is a force in his industry, both as a wine producer and staunch advocate for the growing quality of North Carolina wines.

Loeffler established Horizon Cellars about six years ago with a vineyard on 20 acres near Siler City and added the winery in January 2005. The goal, he says, was to have his staff involved in every step of the process — from harvesting to crushing, pressing, barreling, aging, bottling, packaging and selling.

He is currently opening a new winery in Virginia with his business partner and master winemaker, Chris Pearmund, and plans an eastern Chatham County location later this year.

MEETING REGISTRATION

Lee County Committee of 100 Vines & Wines

February 24, 2009 • noon • Chef Paul's Café

name _____

address _____

city/state/zip _____

phone _____

e-mail _____

Luncheon Reservation

- Member \$10
- Nonmember \$15

R.S.V.P. to Jane Haber
919.774.8439
info@lcedc.com

