

The Orange wine and hospitality industry continues to receive great coverage locally and nationally! The following article was originally printed in the Free Lance Star in Fredericksburg, VA and written by Cathy Jett. To see more from the paper please visit [www.fredericksburg.com](http://www.fredericksburg.com).

## Magazine toasts Virginia wineries

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BY CATHY JETT  
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A single bottle served with lunch at Barboursville Vineyards was all it took to change Bruce Schoenfeld's mind about Virginia wines.

The Travel + Leisure magazine wine and spirits editor had previously dismissed the commonwealth as not having any worth mentioning. Then winemaker Luca Paschina brought a 1999 Nebbiolo Reserve to his table at the vineyard's Palladio Restaurant last year.

"I snickered," Schoenfeld confesses in his article "Wine-Lover's Guide: 5 Regions to Visit Now" in the magazine's July issue. Nebbiolo is "a fiercely difficult grape that I'd always assumed could be grown with success only in small, well-delineated pockets of Italy's Piedmont region."

But Paschina is from Alba, the center of the world's small supply of great Nebbiolo, and his father was making wines from it before Paschina was born.

Schoenfeld, a former contributing editor to Wine Spectator, was so impressed by Barboursville's "deep, dusty, slightly tangy Nebbiolo" that he heralded it as "Virginia's best red wine."

That, and his meal at Palladio, which he said rivals the nearby renowned Inn at Little Washington, convinced him that Virginia "should be on the must-visit list of any adventurous wine traveler."

Wine lovers apparently are already taking Schoenfeld's advice--and Fredericksburg-area wineries and tourism officials are banking on the Travel + Leisure article to help draw even more.



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"I think it will have a great impact," said Ann Heidig, Virginia Wineries Association president and co-founder of Lake Anna Winery in Spotsylvania County. "First of all, it puts Virginia up there with the big guys in terms of our wines and wine industry."

The other "ready-for-prime-time" regions on Schoenfeld's list included parts of Chile, Italy, New Zealand and Spain.

Hopefully, the article also will encourage people who might have hesitated to sample Virginia wines to overcome their initial reluctance, said Heidig.

"Our philosophy at Lake Anna is, if you come and try our wines, you'll buy them," she said.

Schoenfeld visited eight of Virginia's 130 wineries before writing his article. Besides Barboursville, he also singled out Linden Vineyards near Front Royal. Its 1999 Chardonnay, he said, rivals just about any California Chardonnay he has had in the past five years.

Carter Nicholas, Barboursville's sales manager, said the winery knew in advance that the writer would be coming and gave him an in-depth tour.

"This was not a visit we solicited," he said, "but we welcomed it."

Barboursville already is getting compliments on Schoenfeld's article, which is on display in its tasting room. And reservations for the Palladio are brisk, which is typical for this time of year.

But Nicholas said it's still too early to tell how much impact the piece will have.

"Our professional peers will see, and so will people in the trade," he said. "I don't doubt that we'll get referrals to the restaurant because of it."

This isn't the first time that Barboursville, which draws more than 85,000 visitors a year, has been featured in a national publication, said Joe Ward, Orange County's tourism director. USA Today, Gourmet, Southern Accents and Southern Living all have written about it in the past 14 months.

"You can't pay enough for that kind of publicity," he said.

Not only does the media coverage help Virginia's wine industry, but visitors are likely to discover other points of interest, such as Montpelier, as well as to shop, buy gas, eat in restaurants and spend the night in hotels, Ward said.

In his article, Schoenfeld says he was looking for authentic local cuisine and boutique inns with personal service as well as delicious wines he wouldn't find anywhere else. In addition to Barboursville and Linden, he gives a nod to Breaux Vineyards, Boar's Head Inn, the Inn at Little Washington, Grandale Farm Restaurant and Barboursville's 1804 Inn & Vineyard Cottage.