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Wine Blog pioneer Tom Wark to address Meritage Alliance

Healdsburg, CA, Wednesday, May 5, 2010—Pioneer wine blogger Tom Wark, whose *Fermentation: The Daily Wine Blog* is read by thousands of followers, will be the featured speaker at the annual meeting of The Meritage Alliance at Dry Creek Vineyard in Healdsburg on Wednesday, May 26.

Wark is the owner of Wark Communications, a public relations and marketing firm that specializes in the wine and local hospitality industries. He is best known for his straightforward, humorous, pithy and hard-hitting writing style. Wark began his blog (***fermentation.typepad.com***) in November of 2004, making him a pioneer in the wine blogging field. Wark will discuss the growth and impact of social media on the wine industry, plus other issues as they relate to wine sales and marketing.

Dry Creek Vineyard, located at 3770 Lambert Bridge Road in Healdsburg, will host the event, which is open to the public. Wark's presentation will begin at 4 p.m. Seating is limited, so reservations are required. Contact Jane Young by May 21 at 707-837-2735 or jane@labradorcommunications.com to reserve a seat. Refreshments will be served.

The Meritage Alliance, currently in its 22nd year, promotes top-quality wines blended in the historical tradition of Bordeaux. More than 260 wineries in the United States, Canada, Israel, Argentina, Mexico, France and Australia are members of The Meritage Alliance. For more information, go to www.meritagealliance.com.