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### **Michigan By The Bottle Tasting Room opens second location in Royal Oak**

The founders of Michigan By The Bottle, a website/online community promoting the Michigan wine industry, have teamed up with eight wineries from throughout the state to establish a second collaborative wine tasting room in Royal Oak.

Located on Woodward Ave., just south of Webster, Michigan By The Bottle Tasting Room-Royal Oak will open its doors on **Wednesday, Dec. 10**. The tasting room offers tasting flights paired with small bites for a nominal fee, plus take-home wine sales by the bottle and case. The facility also carries various Michigan-made snacks and products, and will host events like winemaker meet-and-greets, art exhibits, food and wine pairing sessions, wine education classes and more.

**While the tasting room opens for business Dec. 10, an official Grand Opening Celebration is scheduled for Saturday, Jan. 24, 2015. A Media/VIP Open House is set for Monday, Dec. 15, 4-9 p.m. We invite you to join us to learn more about us and our partner wineries while enjoying complimentary wine samples.**

With the opening of the original location in Shelby Township in December 2012, MBTB Tasting Room became the first such establishment in the state to embrace this collaborative concept, which links multiple previously unaffiliated wineries under a single roof. The Shelby location has been extremely successful and warmly welcomed by the community, prompting the expansion into Oakland County.

At the Royal Oak location, MBTB is welcoming two additional partner wineries to the six already involved in the Shelby Township site. The eight partner wineries are excellent examples of Michigan viticulture and viniculture, all using estate-grown and/or locally sourced fruit. They are:

- 2 Lads Winery (Traverse City)
- Chateau Aeronautique (Jackson)
- Chateau de Leelanau (Suttons Bay)
- Domaine Berrien Cellars (Berrien Springs)
- Gill's Pier Vineyard & Winery (Northport)
- Peninsula Cellars (Traverse City)
- Sandhill Crane Vineyards (Jackson)
- Verterra Winery (Leland)

Cortney and Shannon Casey of Michigan By The Bottle are available for interviews, as are representatives from the partner wineries and representatives from the Michigan Grape & Wine Industry Council, who can speak about the Michigan wine industry as a whole and MBTB's involvement in it. For more information, please contact Cortney at (586) 567-3033 or [cort@michiganbythebottle.com](mailto:cort@michiganbythebottle.com).

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About Michigan By The Bottle: Founded in 2009 by Shannon and Cortney Casey of Macomb Township, [MichiganByTheBottle.com](http://MichiganByTheBottle.com) promotes the Michigan wine industry through video features, podcasts, articles, tasting notes, winemaker interviews, event listings and more. MBTB offers an iPhone/iPad/Android app that serves as a portable guide to Michigan wine country, with winery profiles, photos, content links, etc. With thousands of Facebook fans and Twitter followers, MBTB also facilitates the largest Michigan wine lover community online.

[www.MichiganByTheBottle.com](http://www.MichiganByTheBottle.com)

For more information on MBTB Tasting Room, please visit [MBTBTasting.com](http://MBTBTasting.com).

Quick facts sheet attached.



## Quick Facts on Royal Oak Location

**Location:** Michigan By The Bottle Tasting Room-Royal Oak

29932 Woodward Ave., Royal Oak, 48073

East side of Woodward, south of Webster, in Oaktree Shoppes plaza

Parking available in plaza's adjacent lot, located to the east; limited spaces also available along Woodward and along Webster

**Owner/operator:** Michigan By The Bottle Tasting Room LLC

Shannon and Cortney Casey (Macomb Township)

### Partner wineries:

MBTB Tasting Room-Royal Oak has representation from all four major Michigan wine trails.

- Chateau Aeronautique (Jackson – Pioneer Wine Trail)\*
- Chateau de Leelanau (Suttons Bay – Leelanau Peninsula Wine Trail)\*
- Domaine Berrien Cellars (Berrien Springs – Lake Michigan Shore Wine Trail)\*
- Gill's Pier Vineyard & Winery (Northport – Leelanau Peninsula Wine Trail)\*
- Peninsula Cellars (Traverse City – Old Mission Peninsula Wine Trail)\*
- Sandhill Crane Vineyards (Jackson – Pioneer Wine Trail)\*
- 2 Lads Winery (Traverse City – Old Mission Peninsula Wine Trail)
- Verterra Winery (Leland – Leelanau Peninsula Wine Trail)

\* Denotes current partner winery at Shelby Township location. Royal Oak location features the six partner wineries involved in the original Shelby Township location, plus two additional wineries.

**Opening day:** Wednesday, Dec. 10, 2014

### On the web:

- Website: [www.mbtbtasting.com](http://www.mbtbtasting.com)
- Facebook: [www.facebook.com/mbtbtasting](http://www.facebook.com/mbtbtasting)
- Twitter: [www.twitter.com/mbtbtasting](http://www.twitter.com/mbtbtasting)
- Email: [tasting@michiganbythebottle.com](mailto:tasting@michiganbythebottle.com)

### Additional info about MBTB Tasting Room:

- MBTB Tasting Room-Shelby Township was the first venture of its kind in the state in that it involves multiple previously unaffiliated wineries sharing an off-site tasting room.
- MBTB Tasting Room is the only wine tasting room in metro Detroit focusing on wines produced by Michigan wineries using their own estate-grown and/or locally sourced grapes.
- Wines from the partner wineries are served in sample flights with Michigan-made small bites for a nominal fee. Wines will be available for take-home purchase by the bottle and case. The tasting room also will hold various wine-related events.
- As with the original location in Shelby Township, the main artwork is by Grand Rapids artist Stephanie Schlatter, creator of the "On the Michigan Wine Trail" art series. A hallway gallery will feature rotating exhibits by local artists.

### **Additional info about the Michigan wine industry:**

The Michigan wine industry continues to grow:

- Of the state's 15,000 acres of vineyards, 2,650 are devoted to wine grapes, making it the fifth-largest state in wine grape production.
- Wine grape acreage has more than doubled statewide over the last 10 years.
- Michigan's more than 100 commercial wineries produce more than 1.3 million gallons of wine annually, much of which comes from Michigan-grown grapes. This is up from 32 wineries producing 400,000 gallons in 2002.
- The state's wineries attract more than 1 million visitors annually, and the industry contributes \$300 million annually to Michigan's economy.

(Source: Michigan Grape & Wine Industry Council, [www.michiganwines.com](http://www.michiganwines.com))

### **Interviews available:**

- Cortney and Shannon Casey are available for phone, email or in person interviews.
- Representatives from the eight partner wineries are available to discuss their involvement.
- Representatives from the Michigan Grape & Wine Industry Council are available to discuss MBTB's impact on the Michigan wine industry.
- Photos available upon request of the Royal Oak location, Shelby Township location, MBTB's founders, representatives from the partner wineries, products from the partner wineries, past events, etc.

Please email [cort@michiganbythebottle.com](mailto:cort@michiganbythebottle.com) to coordinate. Thank you for your interest!