

Roger Johnson
Beyond the Grape
Phone: (850) 696 2916
Email:
btgwines@gmail.com

Cordova Mall
5100 N 9th Avenue Suite E537
Pensacola FL 32504
www.btgvino.com

BEYOND THE GRAPE

BEYOND THE GRAPE SPRINGS INTO 3RD YEAR WITH NEW LOCATION; BIG EVENTS ON APRIL 28TH

Pensacola, April 22, 2016: Beyond the Grape is now serving its signature wine smoothies at all of the **Blue Wahoos** games this season and celebrating the completion of 2 years of business here with special events on April 28th. Having established itself as a must stop for tourists and locals alike at its tasting room at Cordova Mall over the last 2 years, Beyond the Grape is primed for new venues and continues to refine its concept .

"You can now enjoy a wine smoothie* at the ballpark. We had a tremendous response the first homestand as word spread that you could get a wine smoothie at our tiki hut on the first base side... Given the cold weather the first few games we adapted by offering a selection of nice dry reds from our store and so whatever your taste is, we're the spot where you can get a fine glass of wine or wine smoothie at the games," said owner **Roger Johnson**, who moved to Pensacola last fall when he purchased the store.

With a unique range of traditional, small-production and specialty wines, including Florida fruit-infused wines, Beyond the Grape is able to delight any palette. "Coming from the west coast, I want to create a fun 'tasting room' experience here in Pensacola and we continually bring in uncommon, small production wines to introduce here ... plus we will always be 'the place with the dragon fruit wine'".

Beyond the Grape will be celebrating the beginning of its third year by hosting events on Thursday April 28th at Cordova Mall. Acclaimed Florida winemaker **Michael Biglin** will be in the store from 3-6pm to talk about his craft and meet customers. Biglin is the creator of the Dragon Fruit White Shiraz that was a runaway bestseller when it was introduced at Beyond the Grape in 2014. It's still the top wine at the shop. He makes a range of over 20 wines, including a traditional Pinot Noir made from prized Russian River grapes, as well as the fruit infusions like Peach Apricot Chardonnay and Zinfandel Pomegranate ("Zin Pom").

That same evening, Pensacola artist **Rafi Perez** will be doing a live painting at Beyond the Grape, starting at 6pm and going until closing at 9pm. Rafi's art is regularly on display at Beyond the Grape but this will be the first time he has created art in the tasting room. Live music and light hors d'oeuvres will accompany Rafi and you can enjoy free wine tasting plus 15% off any bottle purchases during the entire day April 28th.

*a wine smoothie or sometimes called "wine slushie", to the uninitiated, is a blend of Beyond the Grape's own fruit smoothie mixes, wine, and ice. Popular wine smoothies at Beyond the Grape include the Hurricane Merlot, Dreamsicle Chardonnay, White Russian, and Peach Champagne.