



**DATE: October 30, 2024**  
**SUBJECT: Taste Michigan**  
**Invades Grand Rapids**

The [Michigan Wine Collaborative \(MWC\)](#) is excited to announce that from November 19-23, Grand Rapids is set to be swept off its feet as [Taste Michigan Invades GR](#), transforming the city into a haven for wine enthusiasts and gastronomic aficionados alike. This multi-day extravaganza promises an unforgettable fusion of local flavors, exquisite wines, and unparalleled experiences.

This November, embark on a journey through the heart of Grand Rapids as Michigan Wine Collaborative's renowned winery members collaborate with restaurants, retailers, and more to craft exclusive Michigan wine-paired experiences at select locations. Immerse yourself in the art of wine and culinary perfection as each venue unveils a symphony of flavors curated to tantalize taste buds across downtown Grand Rapids. This yet another premier chance to truly, [Taste Michigan](#).

A huge piece of this event includes Michigan wine events spanning the [17<sup>th</sup> Annual Grand Rapids International Wine, Beer, and Food Festival](#). MWC is planning to transfer the [Michigan Governor's Cup](#) trophy for the first time from [St. Julian](#) to [Verterra Winery](#). MWC and Taste Michigan is also hosting the official Michigan Governor's Cup winners wine booth in addition to offering a wine pairing dinner experience featuring winning wines from the competition. MWC, the Michigan Wine Foundation, and [GRNoir](#) will also be highlighting [The DREAM](#) wine and fundraising for the Inclusion & Expansion Educational Fund.

Experience the best that Michigan has to offer in the world of wine and culinary arts by planning your invasion at [TasteMichigan.org](#). Don't miss this opportunity to revel in a week of unparalleled indulgence and create lasting memories with friends and fellow wine enthusiasts.

About [Taste Michigan](#): Taste Michigan is dedicated to showcasing the vibrant culinary and winemaking scene of the Great Lakes State. Through curated events and festivals, Taste Michigan provides a platform for locals and visitors to immerse themselves in the rich tapestry of Michigan's gastronomic delights. Visit [TasteMichigan.org](#) for more information and ticket details.

The [Michigan Wine Collaborative](#) is the voice of the Michigan wine industry. Our mission is to enhance the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations.



For media inquiries and more information, contact us by reaching out to [info@michiganwinecollaborative.com](mailto:info@michiganwinecollaborative.com) or send us a message on social media.

Sincerely,

A handwritten signature in dark red ink that reads "Emily Dockery". The signature is written in a cursive, flowing style.

Emily Dockery

Executive Director



**Michigan Wine Collaborative**

**PO BOX 4243**

**Traverse City, MI 49685**

**269-615-8739**

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

[Info@michiganwinecollaborative.com](mailto:Info@michiganwinecollaborative.com)