



FOR IMMEDIATE RELEASE

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Taste Michigan Invades Eastern Market on June 21, Showcasing Michigan Wines in the Heart of Detroit

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The [Michigan Wine Collaborative](#) (MWC) and [Taste Michigan](#), in partnership with [Cool Ass Detroit Stuff](#) and the [Canfield Consortium](#), are proud to announce the second annual **Taste Michigan Invades Eastern Market**, taking place **June 21, 2026, in Detroit's historic Eastern Market district**.

The event will bring Michigan wineries directly to one of Detroit's most vibrant food and cultural destinations, giving attendees the opportunity to taste wines produced from Michigan-grown grapes while connecting with winemakers and learning more about the state's rapidly growing wine industry.

Taste Michigan Invades Eastern Market will feature a curated selection of wineries from across Michigan's wine regions, showcasing the diversity of wines being produced throughout the state—from bright cool-climate whites and rosés to expressive reds and sparkling wines.

Taking place on Father's Day, the event offers a unique way for families and friends to celebrate the day together while discovering wines made from Michigan-grown grapes. Set within the vibrant energy of Eastern Market, the celebration will bring together wine, food, and community in one of Detroit's most iconic gathering places.

"This partnership allows us to introduce Michigan wine to new audiences in one of the most exciting food and cultural hubs in the state. We are excited to host the second annual event on Father's Day to provide families a fun and memorable way to celebrate while exploring wines from across Michigan" said **Emily Dockery, Executive Director of the Michigan Wine Collaborative**. "This event is a great example of what can happen when mission-driven organizations collaborate. Partnering with Canfield Consortium allows us to celebrate Michigan wine while supporting community-centered initiatives that connect people through culture, food, and local agriculture."



The Eastern Market event will serve as the kickoff to a broader series of **Taste Michigan Invades experiences across Southeast Michigan**, highlighting Michigan wines through curated tastings, restaurant features, and retail events.

Details about how to attend, VIP packages, winery line ups, and more will be available soon. Follow Michigan Wine Collaborative, Taste Michigan, and Cool Ass Detroit Stuff for more information.

Part of the Southeast Michigan Series Celebrating Michigan Wine

Taste Michigan Invades Eastern Market is part of a **two-week celebration of Michigan wine across Southeast Michigan**. The following weekend, the Michigan Wine Collaborative and the **Michigan Firehouse Museum** will host the **Michigan Wine Festival in Ypsilanti on June 27, 2026**, where additional wineries will showcase their wines and connect with consumers from across the region.

Together, these events aim to highlight Michigan's growing wine culture while expanding opportunities for wineries to engage with hospitality professionals and new audiences across Southeast Michigan.

Opportunities for Wineries

Michigan wineries are invited to participate in **Taste Michigan Invades Eastern Market** and connect directly with Detroit-area consumers, retailers, and hospitality professionals. Participating wineries will have the opportunity to showcase their wines in one of the Midwest's most recognized food destinations while building relationships with new markets.

Wineries interested in participating should contact the Michigan Wine Collaborative by **April 21st** at info@michiganwinecollaborative.com.

Opportunities for Restaurants and Retailers

Restaurants, wine bars, and retail wine shops throughout Southeast Michigan are also encouraged to take part in the **Taste Michigan Invades series** by hosting Michigan wine-focused experiences in the days surrounding the events.

Participating venues can collaborate with Michigan wineries to create special programming such as:

- Michigan wine dinners or tasting menus
- By-the-glass winery takeovers
- Retail tasting events and bottle features
- Meet-the-winemaker experiences
- Michigan wine flight promotions



MICHIGAN Wine Collaborative

Participating venues will be promoted through Michigan Wine Collaborative communications and event marketing.

Restaurants and retailers interested in participating should contact info@michiganwinecollaborative.com by **June 21st**.

Celebrating Michigan Wine

The Taste Michigan Invades initiative is designed to highlight the innovation, craftsmanship, and regional diversity of Michigan wine while expanding opportunities for wines produced from Michigan-grown grapes to reach new audiences.

Through collaborations with community partners, restaurants, and retailers, the initiative continues to strengthen the connection between Michigan wineries and the communities that support them.

For more information about the Michigan Wine Collaborative or to learn how to get involved, visit michiganwinecollaborative.com or contact info@michiganwinecollaborative.com.

Learn more about **Taste Michigan** at TasteMichigan.org.

About the Michigan Wine Collaborative

The Michigan Wine Collaborative unites wineries, growers, suppliers, educators, and partners to strengthen Michigan's wine industry through advocacy, education, networking, and shared resources. Its mission is to enhance the sustainability and profitability of the Michigan wine community now and for generations to come.

About Taste Michigan

Taste Michigan is a statewide initiative developed by the Michigan Wine Collaborative to increase awareness and demand for wines produced from Michigan-grown grapes. Through consumer events, trade engagement, educational programming, and collaborative marketing campaigns, Taste Michigan highlights the diversity, quality, and regional identity of Michigan wine while strengthening connections between wineries, restaurants, retailers, and consumers.

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