



Bluemont Vineyard Announces the Opening of The Reserve in March 2022



“Here, you may explore places virtually untouched by humans in a stunning landscape of forested Blue Ridge mountainside. Here, your ears will learn to recognize the call of the red-tailed hawk, and your mind will open to the paths of this ancient land. Reconnect with childlike wonder, as you discover a new connection to wine and the terroir that creates its complexity.”

Bluemont Vineyard is pleased to announce the opening of The Reserve Tasting Room in March 2022. As guests ascend the vineyard lane, the new thoughtfully curated space is located to the left of the main drive on a former hunting preserve.

The Reserve will focus on wine education, exploration and experiences by reservation, for guests 21 and up, to truly savor the complexity of the wines and then enjoy their favorites while taking in spectacular views from the Adirondack chairs on the spacious lawns. “Some of today’s greatest luxuries are privacy, space, and solitude,” said Hailey Zurschmeide, Bluemont’s 3rd generation leader. “Guests will be invited to explore the serenity of this land while savoring unparalleled wines.”

Tasting Room Manager, Joel Wilson, is drawing on his extensive travel experience to bring in “bucket-list” worthy wines to sample alongside Bluemont Vineyard’s finest to create unparalleled wine tasting experiences. As a former history teacher with five years of wine education at Bluemont Vineyard, Wilson notes, “The Reserve is a natural elevation of the Bluemont Experience for those seeking to build their wine knowledge and savor the solitude at the pinnacle of northern Virginia Wine Country.”

The Reserve will launch with themed wine months starting with Champagne in March and April, followed by Rosè in May 2022. “This grand opening calls for bubbles,” said Zurschmeide, “Bloom Season in our orchards in May will usher in the whites of Spring featuring Albariño & Viognier.”

As a former hunting preserve, the Reserve will also invite guests to connect with the natural beauty found along almost 8 miles of trails through guided hikes, yoga, and bird watching paired with wine experiences. “We are actively seeking educators that are focused on and passionate about nature to partner with us for guided experiences at the Reserve. We hope to partner with birding, wild flower, foraging & hiking experts to connect with us to explore and create thoughtful ways we can share the serenity and natural ambiance of this space,” said Wilson. “We welcome people to leave the crowds behind and open themselves to nature, ever evolving wine tasting experiences and views that will fill the soul.”

Reservations are required for guests 21+ to visit The Reserve at Bluemont Vineyard. For more information on dates and times, as well as to make a reservation for a wine tasting experience, please visit <https://www.bluemontvineyard.com/events> or call 540-554-8439.

About Bluemont Vineyard

Bluemont Vineyard is Loudoun County's premiere vineyard destination nestled on the first ridge of the Blue Ridge Mountains, 45 minutes west of Washington, D.C. With two tasting rooms, guests may choose the ideal Virginia Wine tasting experience. The 951 Tasting Room, situated at 951 feet above sea level boasts expansive views of the Loudoun Valley, and is ideal for group celebrations and families. The new Reserve Tasting Room, debuting March 2022, offers guests 21+ unparalleled wine tasting and education experiences with spectacular views and natural serenity.

The third-generation family farm, inclusive of Bluemont Vineyard sister properties, Great Country Farms, Henway Hard Cider and Dirt Farm Brewing invites guests to make Bluemont their station for a family friendly escape from the ordinary and to connect with the beauty of Virginia Wine Country. The seasonally-inspired menus, award winning wine selection pressed from grapes grown on prime Virginia terroir, and creatively curated events, including summertime Yoga with a View, Crush with Us, a comedic grape stomping harvest experience, and the beloved annual holiday illumination celebration, Lighting of the Vines, charm guests throughout the entire year.

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