

## **New Video Showcases *Toast the Coast***

*Video encourages residents and visitors to plan a route on this beer, wine & shine trail*

**Newport News, VA, June 20, 2017** – The Newport News Tourism Development Office recently collaborated with The Vacation Channel to produce a video that encourages folks to experience the Coastal Virginia beer, wine & shine trail, dubbed *Toast the Coast*.

From Williamsburg to the Virginia Beach oceanfront, the video highlights some of the most popular spirited spots in the region, including Tradition Brewing Co. and Ironclad Distillery in Newport News; Bull Island Brewing Co. in Hampton; Silver Hand Meadery in Williamsburg; Wharf Hill Brewing Co. in Smithfield; the Mermaid Winery in Norfolk; and Back Bay Brewing in Virginia Beach, among many others.

“Our growing community of artisans and innovators invite you to plan a route on our beer, wine & shine trail, stretching from the heart of Williamsburg to the Virginia Beach Oceanfront,” the video’s narrator says, as images of handcrafted beverages appear on the screen. To view the 2-minute video on YouTube, click [here](#).

The Newport News Tourism Development Office developed the *Toast the Coast* trail to serve as a convenient resource for residents and for visitors traveling to the region, said Cindy Brouillard, Newport News Tourism Director.

“Whether it’s craft beer, wine or liquor, locally produced spirits give an area a sense of regional identity, in addition to giving residents a sense of pride,” Brouillard said. “As more independent crafters continue to open in the region, we expect our *Toast the Coast* beer, wine and shine trail to grow. We welcome newcomers to the industry and those we may have overlooked to contact us to be added to the trail.”

To increase awareness of *Toast the Coast*, the Newport News Tourism Office is asking those who take the trail to share their photographs on the *Toast the Coast* Facebook page and on Instagram with the hash-tag **#ToasttheCoastVA**.

To see a list of the establishments on the *Toast the Coast* trail, click [here](#). To download and print the trail map, click [here](#). For more information about Newport News, visit [www.newport-news.org](http://www.newport-news.org) or call the Visitor Center at 757-886-7777 or 888-493-7386.

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