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## Chateau Chantal Breaks State Lines into Illinois

April 5, 2010 Traverse City, MI: An agreement has been signed naming Fresh Coast Distributors as the exclusive distributor of Chateau Chantal wines in Illinois. Fresh Coast Distributors is a new company formed by Chicago natives and Michigan proponents Kelly Kniewel and Darcy Morowitz. The company focuses on bringing local wines and spirits to Illinois from Michigan and the Midwest. Chateau Chantal is among the first wineries to sign on with Fresh Coast's portfolio of high quality Michigan wines. Chateau Chantal has a strong belief in the company's motto of buy local and experience the best of Michigan.

Chateau Chantal is extremely excited to gain focused representation in the Chicago market. "We see hundreds of visitors each year to our tasting room and bed and breakfast from the Chicago metro area. Now, we'll be able to send them to their favorite local wines shop or restaurant for a taste of Northern Michigan," says Marketing Director Marie-Chantal Dalese, a former twelve year resident of Chicago. "There's a strong Michigan community presence in Chicago that I think is open to try more high quality Michigan wines as part of the "locavore" movement within Chicago."

This is the first step in the hopeful expansion of Chateau Chantal wines outside the state of Michigan. Winemaker Mark Johnson says, "Our popularity has grown throughout the Midwest, we receive customer requests from Wisconsin, Illinois, Ohio and Indiana for our wines. The challenge comes from being able to increase production enough to be able to supply the growing demand and then finding just the right distributor who appreciates the elevated quality of the Chantal wines and displays the ability and enthusiasm necessary to properly market the wines. We believe that we have found the perfect people at Fresh Coast.

Fresh Coast will carry a wide selection of Chateau Chantal's offerings, including Chardonnays, Riesling, Pinot Noirs, and specialty products like Naughty and Nice, Ice Wine, and a cherry port style wine called Cerise. Products are expected to be available for sale in Spring 2010. Contact Fresh Coast Distributors for more information on sales in Illinois at [www.freshcoastdist.com](http://www.freshcoastdist.com).

*Chateau Chantal is a unique development that combines a winery, vineyards, bed and breakfast, residence, six private home sites, and winding roads, all of which combine to create a "retreat into the Old World." The 65 acre site sits high atop a ridge 12 miles north of Traverse City, Michigan on the beautiful and historic Old Mission Peninsula. Chateau Chantal crafts many styles of wine, allowing the grape to dictate the style. The location's unparalleled views and outstanding staff play host to Be&B activities, cooking classes, wine education opportunities, Tapas Tours, conferences and meetings, small weddings, and friendly regional wine events.*

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