



Media Contact: Margarite Clark Public Relations
Margarite Clark, (949) 295-2801, mc@mclarkpr.com

ARMCHAIR TRAVEL TO SOUTH COAST AND CARTER ESTATE WINERIES FOR TEMECULA OENOPHILE VIRTUAL EXPERIENCES

“Wine Wednesdays with Winemaker Jon McPherson” and other Pre-Recorded Videos Will Air Weekly

TEMECULA, Calif. – During this time of social distancing and temporary closures, [South Coast Winery Resort & Spa](#) and [Carter Estate Winery and Resort](#) – both owned and operated by Carter Hospitality Group – have created interesting weekly virtual wine video programming to entertain and educate wine enthusiasts.

The two award-winning wineries have developed the following Temecula-based virtual wine experiences for wine lovers from far and near:

- **“Wine Wednesdays with Winemaker Jon McPherson”** – The aim is to make tasting fun and educational as McPherson presents three different wine flights/vertical tastings, which will be presented as a pack for viewers to purchase online. The flights will include: *Light Body Reds, Taste and Compare Cabernet Sauvignons, Sparkling Production and Rosé and Play.*
- **“Tuesdays and Thursdays Single Wine Feature”** – Winemaker Jon McPherson will present one special wine from South Coast Winery or Carter Estate Winery highlighting notes and food pairings, along with a simple go-along recipe. The video will include a day-of promo code for the featured wine.
- **“Bubbles for the Weekend” airing on Wednesdays** – Viewers will learn about special sparkling wines that don’t have to be saved for special occasions, and the wineries will offer these wines on Wednesdays, so viewers can have them on hand for bubbly enjoyment by the weekend.

To view these pre-recorded virtual winery experiences, customers can follow Carter Estate Winery on [Facebook](#) and [Instagram](#); and South Coast Winery on [Facebook](#) and [Instagram](#). For more information, customers can call (951) 491-8506 or email wineclub@wineresort.com.

In addition to producing their virtual experiences for wine lovers, grassroots volunteer outreach initiative **South Coast Cares** has been created by South Coast Winery Resort & Spa and Carter

Estate Winery and Resort. These two wineries are taking a stand through delivery and using online sales to help employee team members in need by contributing 50% of online wine sales through the auspices of South Coast Cares.

#

About Carter Hospitality Group

Established in 2011, Carter Hospitality Group, LLC is a family-owned hospitality company with six hotels and resorts as well as three wineries across the United States. Based in Orange County, California, the company manages and owns a portfolio of luxury properties including South Coast Winery Resort & Spa, Temecula, California; Carter Estate Winery and Resort, Temecula, California; Harborside Suites at Little Harbor, Ruskin, Florida; Saratoga Resort Villas, Kissimmee, Florida; and Carter Creek Winery Resort & Spa, Hill Country, Texas. Carter Hospitality Group additionally serves as the owner-franchisee for Red Lion Hotel Lake Buena Vista South, Orlando Florida. For more information, visit www.carterhospitality.com.