

From: [REDACTED]
To: [REDACTED]
Subject: FW: Wine Tourism is Trending and Aruba Has a Hidden Gem Worth Discovering
Date: Wednesday, October 29, 2025 9:21:11 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)

Hi [REDACTED],

Please see below for the team's Wine Tourism pitch. This pitch was sent out today, 10/29 to 37 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED] [REDACTED]

From: [REDACTED]
Sent: Wednesday, October 29, 2025 10:13 AM
To: [REDACTED]
Subject: Wine Tourism is Trending and Aruba Has a Hidden Gem Worth Discovering

Hi [REDACTED] -

Are you currently working on any stories about wine travel experiences? Wine tourism is thriving in 2025, with small, experience-driven wineries seeing up to [48% more visitors than last year](#). Meanwhile, travelers are also increasingly prioritizing hidden-gem experiences. As a result, [Aruba's Alto Vista Winery](#) is having a moment.

Located minutes from [Eagle Beach](#) and the [Alto Vista Chapel](#), Alto Vista is the island's first and only estate vineyard. Grapes like Tempranillo and Chenin Blanc are grown right on site using innovative irrigation methods adapted to Aruba's hot and dry climate. The result is a collection of small-batch wines that reflect both the island's unique environment and the creativity of its makers.



Visitors can join a guided vineyard and distillery tour, ending with a curated tasting of four wines, a rum cocktail, and a personal charcuterie board. Walk-ins are also welcome for outdoor sips and traditional Aruban light bites like Carni Stoba and Tres Leches

See [HERE](#) for images and additional details below. Let me know if this might be a fit for any upcoming stories.

Thanks for considering,

[REDACTED]

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Alto Visto Winery Experiences	
	<p><u>Guided Tour with Tastings</u></p> <p>\$43 per person 1.5-2 hours</p> <p>Take a guided walk through the vineyard to learn how grapes grow in Aruba's hot and dry climate using water-conscious techniques. Step inside the small-batch distillery, then head to the tasting room to enjoy four handcrafted wines, a refreshing rum cocktail, and a personal charcuterie board.</p>
	<p><u>Sip & Stay (Walk-Ins Welcome)</u></p> <p>No reservation needed. Starting at 4:30 PM, guests can relax outdoors with wines by the glass like the crisp French Colombard or fruity Rosé, cocktails like the Strea or Macamba, and bites such as gourmet pasties, a charcuterie board, or traditional Carni Stoba beef stew.</p>

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