

## Orange County Choppers star coming to Hershey Harrisburg Region this September with A&E Network

Reality star Paul Teutul, Sr. will make public appearance on Sept. 19 at the Vineyard & Brewery at Hershey's annual signature *Merlot Release Party* along with A&E crew taping segments for new show.

HARRISBURG (July 29, 2015) – The [Vineyard & Brewery at Hershey](#) announced today that the reality star [Paul Teutul, Sr.](#) from Orange County Choppers will make a personal appearance at the Middletown-based vineyard and take part in the ceremonial delivery of the year's vintage of Merlot during the [2015 Merlot Release Party](#) on Saturday, September 19.

The fanfare surrounding the delivery of the first bottle of Merlot has become a tradition of spectacle associated with this annual signature event at the three-year-old vineyard. In the past the vineyard's human mascot and pitchman "*Merlot Mike*" has delivered the ceremonial bottle via helicopter, Rolls-Royce Phantom, and Tesla Model S.

According to the vineyard's press announcement, Paul Teutul Sr., king of custom choppers, and *Merlot Mike*, king of Pennsylvania grapes, have joined forces to make their grand entrance on Saturday, September 19, at the winery and brewery's signature annual event.

The **Merlot Release Party** has now been joined by a **Pumpkin Beer Release Party** that debuted the first ceremonial keg last year via a Monster Truck driven by brewery manager and head brewmaster Ryan DeLutis along with *Merlot Mike*'s alter-alter ego *Flash Gourd'n*. Yes, the Vineyard at Hershey's VP of Marketing & Outreach Mike Wilson has an alter ego with its own alter ego. He takes the "outreach" of his title to a new level because this is all certainly *way out there* – but it's all for fun!



And fun is why this annual festival has grown from 1,500 people the first year to 5,000 in 2014. The Vineyard and Brewery at Hershey expects that number to grow even larger this year with the announcement of Paul, Sr. and his special guest [Rusty Coones](#) from the FX original series "Sons of Anarchy" that ended in December 2014 after seven seasons.

The special appearance by Teutul and Coones at the Vineyard & Brewery at Hershey may appear on the new series on the A&E network that was recently announced by Orange County Choppers. The show is a lifestyle-and-build series that features Paul Teutul Sr., and his world-renowned crew from Orange County Choppers. Audiences will get an intimate glimpse inside the exciting worlds of Paul Sr. and his new friend Rusty's adrenaline fueled lifestyles.



"This is a very exciting partnership for us," said *Merlot Mike*. "We are certainly not your typical winery or brewery, and our outside-the-box events and the way we experiment with Pennsylvania's finest agricultural products has a lot of parallels to what Orange County Choppers does with motorcycles.

Our brand, our personalities, our events – they're all extreme, and that's what Paul Sr. and OCC do best, so it just makes sense. We're honored to host them as they embark on their newest TV adventure, and we look forward to the huge draw this will bring to Dauphin County."

Hotel and transportation [packages](#) are being offered by [Premiere #1](#), who partnered with the vineyard and local hotels to offer convenient and affordable packages for two people ranging from \$165 to \$235. Lodging options include [Sleep Inn & Suites](#); [Wyndham Garden Harrisburg/Hershey](#); and [Sheraton Harrisburg Hershey Hotel](#).

Tourism officials hope the national celebrity name will draw a large number of first-time visitors to the region and hope that people will decide to add a day to their visit to experience other regional attractions.

"The [Antique Auto Museum](#) in Hershey has a great display of motorcycles," said Rick Dunlap, spokesperson for the Hershey Harrisburg Regional Visitors Bureau. "We also have a great variety of [wineries and breweries](#) in the region including [Troegs](#), which was recently named one of the [Top Brewery Tours in America](#) by USA Today 10Best, so that should be worth sticking around for another day in our area."

Guests who attend the event can expect an all-day music fest as the winery and brewery celebrates the release of its Merlot and Pumpkin Beer. While the Merlot and Pumpkin Beer will be featured, the entire product line and tastings will be available for the duration of the event. Food trucks, local artisan vendors, a morning craft beer 5k and silent auction benefiting cystic fibrosis and much more will all be components of the day-long festival.

More information is available at <http://vineyardathershey.com/events/featured-events/merlot-flash-gourdn-release-party/>. See Schedule and FAQ - [HERE](#).

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The Vineyard and Brewery at Hershey is Pennsylvania's first all-in-one winery and craft brewery and uses only the freshest local, independent, PA Preferred ingredients.

EVENT: Merlot & Pumpkin Beer Release Party  
LOCATION: The Vineyard & Brewery at Hershey  
DATE: Saturday, September 19, 2015  
CONTACT: Merlot Mike / 717.215.9025 / [mike@VineyardAtHershey.com](mailto:mike@VineyardAtHershey.com)  
DETAILS: <http://vineyardathershey.com/events/featured-events/merlot-flash-gourdn-release-party/>