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## PRESS RELEASE

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### VISIT FAIRFAX ANNOUNCES NEW MOBILE-EXCLUSIVE CRAFT BEVERAGE FIELD GUIDE

Fairfax County Wineries, Breweries Offer Discounts and Rewards Through Free Digital Passport

**Fairfax County, Virginia – September 30, 2021** – Visit Fairfax, the official tourism organization for Fairfax County, Virginia today announced the launch of [Fairfax County's Locally Poured Field Guide](#), a new mobile-exclusive passport that aims to cross-promote and drive visitation to Fairfax County's craft breweries and wineries in a fun and rewarding way, offering users discounts, deals, and prizes for checking in.

Building on the success of the existing Locally Poured brand for Fairfax County Breweries, this new digital-only Field Guide welcomes Fairfax County's two vineyard wineries and one urban winery to the fold, in addition to the now 12 craft breweries located within the county's jurisdiction.

Available to any beer and wine lover, whether a resident or a visitor, [Fairfax County's Locally Poured Field Guide](#) is a free digital passport that is instantly delivered via text and email to a user's phone and offers a variety of redeemable discounts and deals at participating locations upon check-in. The pass can simply be saved to a user's home screen for easy one-tap access and without the need to download any apps.

“We have seen continued growth in Fairfax County's craft beverage scene over the last several years and have been working closely with our local brewers and winemakers to support their businesses through tourism,” said Barry Biggar, President & CEO of Visit Fairfax. “The new Locally Poured Field Guide is an exceptional way to showcase the amazing beer and wine our talented partners craft each and every day, all while giving visitors and residents an incentive to find and enjoy places they may not have previously known about.”

To develop this free program, Visit Fairfax partnered with a well-known technology company in the travel space, Bandwango, whose technology is designed to support experiences created by destinations and market them to visitors and locals.

Using this technology, Visit Fairfax and Bandwango collaborated with Fairfax County's local breweries and wineries to curate exclusive discounts and rewards for Field Guide users, including offers like 50 percent off beer flights and free stickers or pint glasses.

Once a user has signed up for the pass, they must simply show their phone at the brewery taproom or winery tasting room to check-in and redeem the discounts and offers. When a user checks-in at seven of the 15 participating locations, they are eligible to redeem additional prizes and merchandise discounts.

To sign up for Fairfax County's Locally Poured Field Guide or to learn more about the participating wineries and breweries, please visit [www.FXVA.com/beer](http://www.FXVA.com/beer).

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Current participating Fairfax County Breweries & Wineries include:

- Aslin Beer Co. (Herndon)
- Bike Lane Brewing & Café (Reston)
- Bunnyman Brewing (Burke)
- Caboose Commons (Merrifield)
- Caboose Tavern (Vienna)
- Fair Winds Brewing Co. (Lorton)
- G34.3 Brewing Co. (Lorton)
- Honor Brewing Co. (Chantilly)
- Lake Anne Brew House (Reston)
- Ono Brewing Co. (Chantilly)
- Paradise Springs Winery (Clifton)
- Settle Down Easy Brewing Co. (Merrifield)
- The Winery at Bull Run (Centreville)
- Woodlawn Press Winery (Alexandria)

Sign up for the Field Guide at: [www.FXVA.com/beer](http://www.FXVA.com/beer)

Download high-res imagery here: <https://platform.crowdriff.com/m/s-fjpp0LtHgb3L2eNC>

Promo video here: <https://youtu.be/DtuMtvGACss>

Join the conversation online using #FXVA and #LocallyPoured.

#### **About Visit Fairfax**

*Visit Fairfax is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. Find travel inspiration at [www.FXVA.com](http://www.FXVA.com) or join the conversation on social at Facebook, Twitter and Instagram (@VisitFairfax). Hashtag: #FXVA*

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