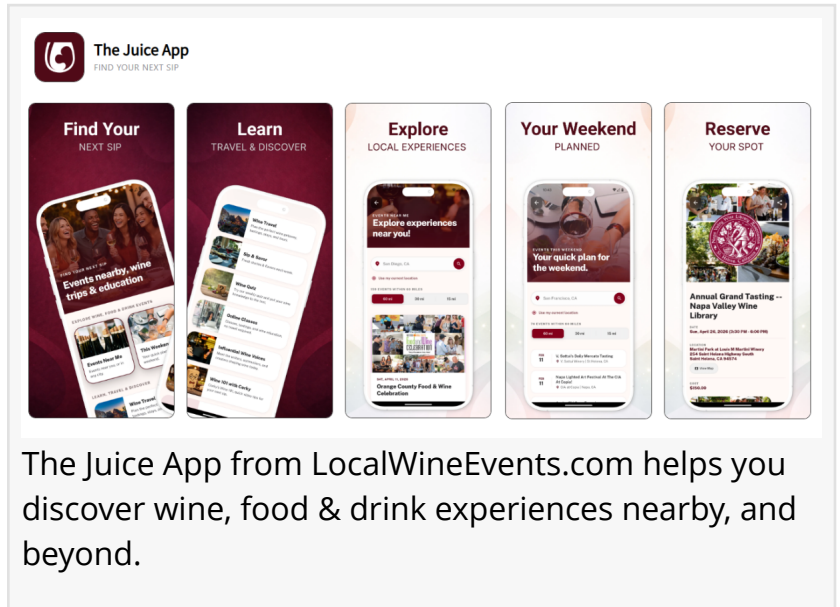


One Million Wine Events and Counting: LocalWineEvents.com Marks 26 Years in the Industry

The longest-running food & drink event platform hits a milestone that reflects a quarter-century of grassroots promotion.

PHILADELPHIA, PA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- LocalWineEvents.com, the nation's longest-running food and drink events platform, has reached a remarkable milestone: more than one million events promoted since its founding over 25 years ago. The site has now promoted 1,025,948 events, yet according to founder Eric V. Orange, the significance of this achievement runs far deeper than any number could capture.



The Juice App from LocalWineEvents.com helps you discover wine, food & drink experiences nearby, and beyond.

“

Wine and friends are a great blend”

— Ernest Hemingway

"Anyone can build a calendar. What takes 25+ years is becoming the place wineries, restaurants, associations and wine lovers actually trust to get the word out," said Orange. "Every one of those million-plus events represents a winery pouring at a festival, a restaurant hosting a dinner, a sommelier leading a tasting -- real people trying to reach real wine lovers. We've helped connect it all by giving event hosts free promotion and consumers more opportunities to enjoy wine."

Since its founding, LocalWineEvents.com has served as a central hub for wine-related happenings across the country, giving wineries, tasting rooms, restaurants, wine shops, associations, and event producers a way to reach engaged, local audiences — long before social media existed as a marketing channel, and continuing to adapt as the industry has moved through print, email, and now social-first discovery.

Unlike general event sites that promote everything from concerts to monster truck rallies, LocalWineEvents.com connects the industry with a dedicated, loyal community of 450,000 food and wine lovers actively seeking their next tasting, dinner, festival, class, or culinary adventure.

"A million events isn't a vanity metric; it's a quarter-century of relationships," said Lee Romano Sequeira, Director of Social Media. "Every listing came from an actual business that trusted us to help fill their tasting room, their festival, their dinner. That's the part worth celebrating."

That trust shows up in the engagement, too. [The Juice® newsletter](#) posts open rates of 36–38%, well above typical email marketing benchmarks, helping hosts reach the right audience and sell tickets, whether they're promoting to wine lovers nationally or in a specific local market.

By the Numbers

- 1,025,948 events posted and promoted since launch
- 25+ years as an active wine industry resource
- 10M+ annual visits to LocalWineEvents.com
- 250,000+ subscribers to The Juice® Newsletter
- 450,000+ total subscribers and followers across The Juice® newsletter, LWE distribution, and social channels
- Millions of dollars in free event promotion provided to local wineries, restaurants, and organizations over more than two decades

Looking ahead, LocalWineEvents.com says the next chapter is about deepening those relationships and expanding partnerships with wine associations and hospitality groups, and helping event producers reach a growing audience of more than 450,000 subscribers and followers through The Juice® newsletter, social media, and the [The Juice App](#) — including mobile notifications that help audiences discover experiences wherever they are — while staying true to the local, grassroots promotion that built the platform in the first place.

About LocalWineEvents.com: LocalWineEvents.com is the nation's longest-running wine events platform, helping wineries, restaurants, vineyards, and industry organizations promote tastings, festivals, dinners, and educational events to wine, food, beer, and spirits lovers nationwide. Founded in 2000, the site has promoted over one million food and drink events to date.

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