



THATCH

WINERY

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AWARD-WINNING CHARLOTTESVILLE WINERY REIMAGINED AS THATCH WINERY

Winery Team Celebrates Transformation with \$16,823 Dream Winery Wedding Giveaway

CHARLOTTESVILLE, VA (April 25, 2019) - Situated on 60 acres just ten minutes outside of downtown Charlottesville, [Thatch Winery](#) offers award-winning wines in a rustic, boutique setting. For the past 19 years, the winery has been known as First Colony Winery. However, the new ownership team, comprised of Richmond business partners David Fratkin and Jeff Miller, wanted to breathe new life into the establishment while maintaining the exceptional quality of their wine and enhancing the guest experience.

“Our goal is to create an inviting and relaxing venue that our guests can enjoy with friends and family,” says owner Jeff Miller. “Great wine takes time and we want you to sit back, relax and enjoy the journey with us here at Thatch. Our exceptional wine is not changing and we are committed to providing the same quality our members and visitors have grown to love.”

The namesake thatched roof was the inspiration for the winery’s new brand and name. To this day, it is the only winery in the United States featuring a custom thatched roof which is made entirely of imported turkish water reed. The thatching process began in 2013 and was topped off the following year.

Enhancing the guest experience has been the focus of recent renovations. The extensive overhaul of both the interior and exterior include an upgraded tasting room, new furniture and decor throughout, a refreshed Bridal Suite, the addition of a private tasting room for Reserve Club Members, and a renovated loft with a giant wall-mounted scrabble board, two fireplaces, three tasting bars and multiple event spaces.

“With these investments into the new and improved Thatch Winery, our goal is that our venue reflects the great quality of our wine,” explains David Fratkin, owner. “Thatch is much more than just a winery. It’s a gathering place for friends new and old, as well a space for people to create lasting memories. Whether you’re visiting for a tasting, hosting a family function or a milestone event such as a wedding, we want your experience to be one that will have you coming back to relive that feeling time and time again.”

About the Wedding Giveaway

To celebrate their new brand, exciting enhancements and continued commitment to the community they serve, the winery has partnered with several Charlottesville and Richmond-based Wedding Vendors to create a [Dream Winery Wedding Giveaway](#).

“In the past decade, we’ve had so many wonderful couples celebrate their love and commitment here on our property. We wanted to share that love and highlight the wonderful Charlottesville area by giving back in the form of a free wedding,” says Miller. “Together with our extremely generous partners, we’ve been able to create a package that will help one lucky couple’s dream wedding come true.”

The wedding, valued at **\$16,823**, will be gifted to the winning couple on May 28, 2019. The package includes:

- Venue provided by [Thatch Winery](#)
- Event Planning & Management provided by [Swoon Soiree](#)
- Wedding Photography provided by [Don Mears Photography](#)
- Three-tiered Wedding Cake provided by [Melissa’s Simply Sweet](#)
- DJ Services and Emceeing Provided by [DJ Rodney S](#)
- Florals provided by [Hedge Fine Blooms](#)
- Transportation provided by [Albemarle Limousine](#)
- Bride & Groom Gifts provided by [Gifted RVA](#)

Eligible couples can either be nominated or nominate themselves by entering on Thatch Winery’s website. The contest opens April 25, 2019. Full details and terms and conditions can be found at [thatchwinery.com](#).

About The Wine

Thatch Winery’s award-winning wine is produced by local Charlottesville Winemaker Gavin Baum who has been cultivating the company’s wine for the past five years. Born and raised in Charlottesville, Baum began working in vineyards in the area during his college breaks. He fell in love with the farming aspect and eventually earned his Sommelier while working his way up to head Winemaker. His local roots provide a deep understanding, appreciation and respect of the Charlottesville terrior, laying the foundation for exceptional wine making. The results speak for themselves in the nationwide recognition the wine has received.

In recent years, the winery has been awarded numerous Gold Medals across several industry

competitions. Most recently, the winery's 2017 Riesling Reserve was awarded a coveted "double gold", the highest honor available to any wine, and in the [San Francisco Chronicle Wine Competition](#), which is considered the most prestigious competition in the United States.

A public launch party to celebrate the new Thatch Winery will be held on May 18 at 11 a.m. with extended hours to 8 p.m., including live music, food trucks and more. Information can be found by visiting thatchwinery.com.

About Thatch Winery: Formerly First Colony Winery, Thatch Winery is a boutique winery located 10 miles from downtown Charlottesville offering award-winning wines in a rustic yet modern 5000 sq. foot tasting room. Thatch has over 16 acres under vine featuring varietals such as Cabernet Franc, Petit Verdot, Merlot and more. Open daily for tastings, the winery also offers packages for weddings, group events and holiday parties. Thatch is owned and operated by Richmond business partners Jeff & Mel Miller and David & Esther Fratkin.

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