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Chateau Grand Traverse Releases Brand New Apparel Line

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TRAVERSE CITY, MICHIGAN – For years Chateau Grand Traverse (CGT) has set the standard for the Michigan winery experience. Their sustainable practices, wide variety of products, and vine to wine philosophy are just a few of the reasons they’re one of the premiere winery destinations in northern Michigan. This summer, the winery is excited to announce the launch of a brand-new apparel line, which is now available in their Old Mission Peninsula tasting room and online at cgtwines.com!

“We’re happy to now offer guests a much larger variety of apparel both in store and online!” says Marketing Coordinator, Megan Molloy, “This line is all about light, comfortable, and stylish clothing that can easily transition from a day on the wine trail to evenings by the fire or on the bay.”

The winery’s new clothing pairs perfectly with any northern Michigan adventure and features custom imagery from around the winery, vineyards, and Old Mission Peninsula, as well as new logos and designs. New pieces include vintage crewnecks, short and long sleeve t-shirts, dry-fit quarter-zips, cardigans, hats, and more.

“Since their introduction to the tasting room, the new apparel has had an overwhelming positive response by visiting guests. The designs and styles have appealed to a wide range of customers and offer a little something for everyone,” added Merchandise Manager, Michael Bodus.

The team at CGT looks forward to seeing both visitors and locals back in the tasting room for tastings, wine by the glass, charcuterie, and shopping, but if you’re unable to make a trip to Old Mission Peninsula, you can also now shop their full wine and apparel selection online and have your favorite products delivered right to your doorstep!

For additional information or to shop now, visit cgtwines.com or call 231-938-6120. Chateau Grand Traverse is currently open 11am-5pm, Sunday-Thursday, and 11am-6pm on Fridays and Saturdays, for tastings and wine by the glass, at 50% capacity, on a first come, first served basis.

Chateau Grand Traverse is a family owned and operated winery, producing world-class wines on Old Mission Peninsula for over forty years. The winery focuses on producing wines from European Vinifera grape varietals with the upmost quality, consistency, and environmental sustainability. Visit the winery for a complimentary tour of the winery, and taste our regionally distinctive, award-winning wines.