

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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For second consecutive year, Food & Wine Trails owner named “World’s Top Travel Specialist” for Wine Tourism by editors of Conde Nast Traveler Magazine.



“Statistically, it is harder to get on (this) list than it is to get into Harvard”

Klara Glowczewska – Editor in Chief, Conde Nast Traveler. (August issue)

Santa Rosa CA -- For the second time in two years, Larry Martin has been placed among the “126 World’s Top Travel Specialists” in the category of Wine Programs by the editors of Conde Nast Traveler magazine. Conde Nast Traveler is one of the world’s largest travel publications, with an annual circulation of close to 10 million readers according to Echo Media.

“With 946,000 responses received when the phrase *wine tour* is entered into Google, there is a lot of competition in this category, so we are pleased to be singled-out again,” said Martin, the owner of Food & Wine Trails.

Martin’s specialty is wine tourism and his company, Food & Wine Trails, has evolved into one of the largest and most successful wine-tour companies in the world.

“We develop educational travel programs for wine and food affinity organizations, who then promote our tours to their constituents” Martin said. “Our budgets and designs are done transparently and collaboratively, so we in a sense act as an extension of our client’s staff.”

Martin’s clients include the top players of the wine industry, including Food & Wine and Saveur magazines, and producers such as Kosta Browne, Paul Hobbs, Robert Mondavi and Beringer wineries. Food & Wine Trails offers wine programs on land and on sea in all the major wine regions of the world. Unique to their company is their worldwide network of sommeliers, winemakers, cookbook authors and other aligned experts who meet and escort their groups. “This provides our guests with inside access and a very authentic experience” says Martin.

Food & Wine Trails is the tour division of the HMS Travel Group, a 25-year old company that is based in Santa Rosa, California. HMS Travel is based in the Sonoma Wine Country of California and is celebrating its 25th anniversary this year.

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