



## WHAT'S NEW IN **WINSTON-SALEM, NC**

As a North Carolina city of arts and innovation, Winston-Salem is a feast for the thinking traveler. Evolved from its traditional Moravian, tobacco, and textile roots into a thriving city gaining popularity as the gateway to the Yadkin Valley wine region, North Carolina's first and largest American Viticultural Area (AVA), Winston-Salem is a city that boasts a rich history and impressive culinary scene reflective of its Southern heritage. Learn more at [VisitWinstonSalem.com](http://VisitWinstonSalem.com).

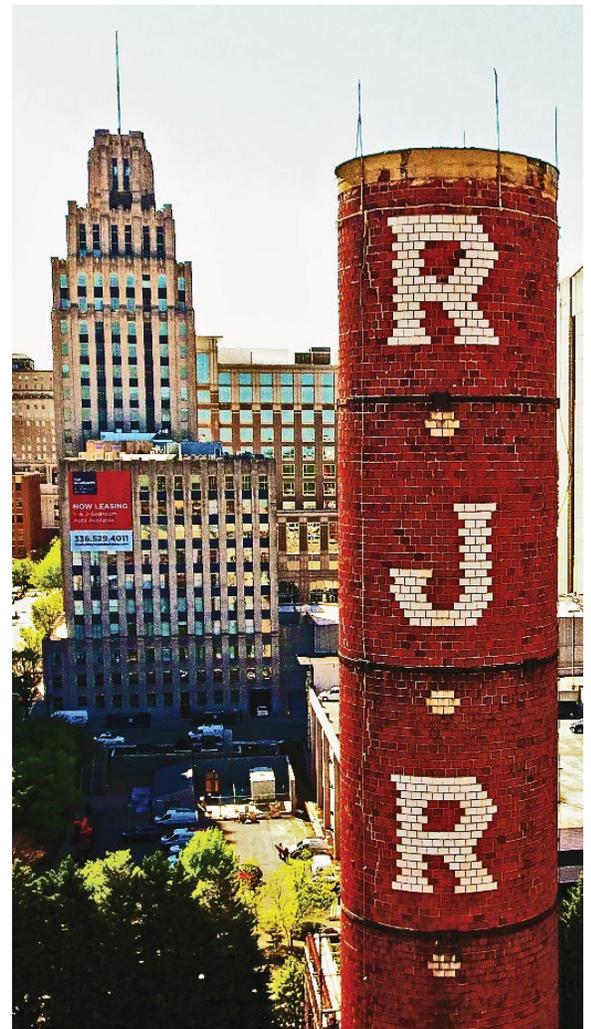


### **HISTORIC HOTELS**

Winston-Salem is a city founded on a rich history. Here, it's easy to see the area's dedication to restoring historic buildings through their impressive line-up of hotel options available around downtown. **The Kimpton Cardinal Hotel**, located inside the historic, 1929 R.J. Reynolds Tobacco world headquarters, is the iconic Art Deco structure and prototype for the Empire State Building. Just a few blocks from The Cardinal, the Pepper Building, a remarkable, six-story brick building built in 1928, has been transformed into a **Hotel Indigo**. Near Old Salem Museums & Gardens and built in 1837, **The Historic Brookstown Inn** is a charming getaway for couples and families nestled in a former textile mill. And just five minutes from downtown, **The Graylyn Estate** offers guests modern accommodations in a historic residence built in the second largest private residence in N.C.

### **A "NEW" OLD SALEM**

**Old Salem Museums & Gardens**, an 18th- and 19th-century living history village allows visitors to bear witness to historic trades performed by talented craftsmen, actively participate in hands-on activities that re-create Moravian crafts, and glimpse into the everyday life of Moravians by experiencing the domestic skills they honed. Guests can try their hand at pottery, quilting, shoemaking, coffee roasting, and more. Their new **Salem Pathways** Initiative takes you on an immersive tour of folks who lived in Winston-Salem from 1770 to 1989. It's up to you where you walk and who you follow, guaranteeing a different sightseeing tour than ever before. This fall, **Winkler Bakery** is wafting the fresh-baked scent of buttery and slightly sweet Moravian sugar cake and whisper-thin Moravian cookies all over the grounds, tempting every passer-by to duck inside and see their refreshed retail store first-hand.



#### **Contacts:**

Katlyn Proctor, VWS PR Manager | [katlyn@visitwinstonsalem.com](mailto:katlyn@visitwinstonsalem.com) | 336.529.1997  
Britney Guertin; Hayworth Public Relations | [britney@hayworthpr.com](mailto:britney@hayworthpr.com) | 386.677.7000 x 4

## EXPERIENCES SO EXTRADORDINARY

Winston-Salem is renowned for its dedication to fine arts, theater, technological research, and entrepreneurship — an intriguing combination that makes the state's fifth largest city a favorite destination for an eclectic group of travelers.

Whether it's your first bite of a whisper-thin Moravian Cookie at [Mrs. Hanes' Moravian Cookies](#), your first "kerplunked" piece of art work from a refurbished cigarette machine called [Art-o-mat](#) (which turns 25 this year), or your first-ever [Easter Sunrise Service](#) in God's Acre since their first service 250 years ago, you'll be sure to experience something extraordinary.

### THE MORAVIAN CULINARY TRAIL

Winston-Salem offers a virtual [culinary trail series](#) that celebrates our deep Moravian food roots — including the more than **one million pounds** of cookie dough baked here each year. The three-part trail starts with those scrumptious Moravian cookies (voted "Oprah's favorite"), continues with our famous Moravian Chicken Pie (not to be confused with pot pie!), and ends with Moravian sugar cake. Since settling here more than 260 years ago, we've seen Moravian influences grow in Winston-Salem. Now, you can enjoy Moravian-inspired delicacies at local bakeries and shops. Even [Foothills Brewing](#) taps into Moravian traditions with their annual holiday release of Moravian Porter.

### WOMEN WAYMAKERS

Since the arrival of the Moravians in 1753, women have been making [significant strides](#) in Winston-Salem. Well before Rosie the Riveter and Gloria Steinem, Moravian women were educated, earning their own wages, and had the freedom of choice when it came to marriage. Fast-forward a century to Katharine Reynolds, wife of R.J. Reynolds, visionary and day-to-day general contractor for the [Reynolda Estate](#). In the height of the Roaring '20s, Katharine was ahead of her time, owning 660 acres by age 31. Today in Winston-Salem, we are home to [Salem College](#), which turns **250 years old this year**, as well as a plethora of women-owned restaurants and executive chefs taking the area's renowned culinary scene to new heights.

### CRAFT DRAFT CRAWL

As the historic birthplace of N.C.'s first microbrewery distillery, the state's first pour-your-own craft beer wall, and home to Foothills Brewing's wildly popular Sexual Chocolate, Winston-Salem knows a thing or two about beer. Indulge in brews from one of the nine breweries on our [Craft Draft Beer Crawl](#) that also includes [Hoots Roller Bar & Beer Co.](#) in the historic West End neighborhood along with [Joymongers Barrel Hall](#). [Radar Brewing](#) is the newest to open its doors in an up-and-coming area known as Industry Hill. And [Westbend Winery & Brewery](#), (the first winery in the Yadkin Valley Wine Region, North Carolina's first and largest AVA), offers the best of both worlds: craft beer and wine!

### HAPPENINGS IN WINSTON

- **[Leaf Peeping Treks](#)**

Known for our temperate climate and spectacularly long season, Winston-Salem is a major draw for leaf-peeping in nearby Pilot Mountain and Hanging Rock state parks. Of course, the chance to visit our 48 AVA wineries in nearby Yadkin Valley doesn't hurt, either. Take a self-guided winery tour through the [Yadkin Valley](#), cycle the Salem Greenway, zipline at Big Woods Zip Line at Sander's Ridge, and more this fall.

- **[58th Annual Piedmont Craftsmen Fair](#)**

Since 1963, fine artists and craft collectors have gathered in Winston-Salem each fall for the [Piedmont Craftsmen's Fair](#), a juried exhibition of seasonal works from the region's finest sculptors, ceramicists, stoneware artists, weavers, painters, metalworkers, and artisans. Locals come to shop and browse. Students come for hands-on demonstrations and precious one-on-one time with masters of the trade. Curators come in search of the art world's next discovery. Everyone comes with a story to tell. Join us this year for the 58th Annual Piedmont Craftsmen's Fair, Nov. 20 & 21, 2021.

- **[Historic Holiday Traditions](#)**

Historic holidays in Winston-Salem are filled with the spirit of nostalgia, the warmth of hearth Moravian cooking, the twilight of candlelight tours, and excitement of holiday celebrations for the entire family. Delight in the sights and sounds that come along with the holidays while touring historic homes adorned in period decorations, such as [Körner's Folly's](#) Christmas By Candlelight. Enjoy captivating performing arts and find the perfect holiday finds at special shopping event, such as [Reynolda Village's](#) Holiday Strolls starting in November.

