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Italian vineyard lets the free wine flow 24 hours a day



If this isn't a genius marketing tactic to open the tourist floodgates, we don't know what is.

The Dora Sarchese winery in Italy's Abruzzo region just opened a 24-hour wine fountain, conveniently located on the pilgrimage route Cammino di San Tommaso, to quench the thirst of passing pilgrims.

As Mashable reported:

> "The fountain is made by the famous Italian architect Rocco Valentini, so actually it's not just a place to drink but a piece of modern art thanks to his work."

It comes as no surprise the fountain's already enjoyed thousands of visitors in its first week.

FYI, you have to drink the wine onsite, so put bring your hiking shoes along.

Full story at Mashable.

Wine on the go.

Photo credit: Dora Sarchese

Posted by Kate Rinsema
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