

AmRhein's

FINE JEWELRY WINE CELLARS
BRIDES & FORMALS

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AMRHEIN'S CELEBRATES 90 YEARS AND A NEW LOOK

Roanoke, VA, November 1, 2011 – AmRhein's officially celebrates its 90th Anniversary on Saturday, November 5, 2011. This day has been proclaimed "AmRhein's Day" by the County of Roanoke, as presented in a Proclamation to the Amrhein Family during the Board of Supervisor's meeting on October 25.

This Saturday, the anniversary will be highlighted with a "Diamond in the Ice" promotion from 12-2pm at the Roanoke retail location. 90 pre-selected qualifiers will have their chance to melt an ice cube in their hands for the chance to win a 1/2-carat diamond with a voucher toward a mounting of the winner's choice.

The Roanoke and Salem stores will be serving punch and cake throughout the day to celebrate this big anniversary with their customers.

"AmRhein's continues to deliver the quality products and services that have made us a Roanoke cornerstone, whether it's jewelry, formal wear, or wine," said Russ Amrhein, AmRhein's owner, third generation jeweler and viticulturist of AmRhein's Wine Cellars.

In honor of 90 years, AmRhein's has been unveiling a new look throughout 2011. This includes a new website (www.AmRheins.com), a new logo, a new tagline (*Memories Begin Here*), new storefront and roadside signage, an exterior facelift at the Roanoke store, new jewelry lines, and new packaging.

"My great-grandfather would be proud that we have not only continued his dream, but expanded upon it, while maintaining the father-and-son jewelry tradition." said Chad Amrhein, fourth generation jeweler and general manager of AmRhein's Fine Jewelry and Brides & Formals.

On October 6, AmRhein's was honored as the recipient of the Small Business "Legacy Award" by the Roanoke Regional Chamber of Commerce.

AmRhein's has been selected as the honoree of the March of Dimes Signature Chef Auction, to be held Tuesday, November 15.

AmRhein's will host several anniversary promotions from now through Spring 2012.

About AmRhein's

Amrhein is a German name meaning "on the Rhein" (Rhine) River (AmRhein). AmRhein's was founded in 1921 as FC Amrhein's, providing jewelry design and repair

for the Roanoke Valley. The coming years saw the business move to different locations under different versions of the Amrhein's name, until resting with Amrhein's Jewelers in 1975. Today, AmRhein's Fine Jewelry continues to provide the quality products and services it has for four generations, offering an array of fine jewelry in traditional and contemporary fashions. AmRhein's is home to the exclusive Roanoke & Salem Charms, and has a master jeweler on staff for full service repairs and custom designs.

In 1992, the offerings expanded with Amrhein's Brides & Formals to include a full range of attire for brides and the wedding party, as well as cocktail dresses, evening gowns, tuxes, shoes, and accessories. The company name then changed to Amrhein's Brides, Formals & Fine Jewelry.

AmRhein Wine Cellars was added to the company's offerings in 1999 on Bent Mountain, VA. It is an estate-grown winery, specializing in wines with a German influence. The winery consists of three vineyards in Franklin, Roanoke and Botetourt counties, totaling over 40 acres and yielding 20 varieties of grapes. The winery's portfolio contains over 15 wines, and boasts numerous national and international awards.

Today, AmRhein's Fine Jewelry, Brides & Formals, and Wine Cellars remains a family owned and operated business. AmRhein's can take couples from the engagement ring to the wedding ceremony, and offer everyone that perfect gift or perfect excuse to shop. With AmRhein's, *Memories Begin Here!*

Learn more at www.AmRheins.com, and be sure to connect with us on Facebook!

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