

Many in the community know Gervasi Vineyard for their beautiful location, their excellent wine, or one of their great dining areas, but if you've ever visited Gervasi during the summer, you might also be familiar with their Cruise-In event.

This is the fourth year for the event which is held every Wednesday June through September from 5pm to 8pm. The event replaced Gervasi's farmers markets which previously was hosted every Wednesday in the summer.

Gervasi Vineyard's Director of Sales and Marketing, Nichole Cardinale, explained the reason the Cruise-In was picked as a substitute.

"We felt this type of event engages a wide demographic, broad appeal, ease of execution with no participant fees, guest ticketing, etcetera," Cardinale said. "We were looking for something with broad appeal both for the participants and others coming to see the cars."

The event allows attendees to showcase their cars and they accept cars of all makes, models, and years. Guests can bring their car to the showcase lot or simply walk around the lot and observe the classic cars. Each day of the event will feature a different car club from throughout the area that focuses on a particular car model.

Owners of the showcase vehicles can start entering the lot at 4 pm, they can also set up folding chairs and umbrellas if they wish to sit next to their car. An added perk is that the first 100 cruisers in the showcase lot will receive special cruiser food discounts.

Even people who might not consider themselves car enthusiasts will love the event according to Cardinale.

"The event is a casual event for couples and families to reminisce about cars and the era they represent," Cardinale said. "Enjoy the beautiful outdoors with a glass of Gervasi wine while strolling through the lush vineyard and checking out classic cars. The event is intended for classic car enthusiasts and fans of Gervasi Vineyard looking for a fun and free event on a summer evening."

After attendees finish looking at the cars, they can enjoy some of the other benefits of the Cruise-in.

"In addition to classic cars, the event includes a beautiful landscape with lush vineyards and spring-fed lake, outdoor dining venue adjacent with wine, beer, food and fun music. The event sales 50/50 tickets each week with proceeds to benefit a non-profit of the club's choosing," Cardinale said.

The event is very popular in the summer and sees many guests throughout the summer. This year, the Vineyard is expecting an average of 150 cars and 300 to 500 people per day of the event when the weather is nice.

Guests can also take some time to check out The Marketplace Gift Shop located next to the Italian restaurant, The Bistro. The shop offers the vineyard's own wines, specialty food, boutique items, jewelry, and decor. There are even Cruise-in t-shirt available for purchase.

If guests get hungry they can visit one of the three restaurants on the property, The Piazza, The Crush House, and The Bistro. The Piazza was voted the #1 Best Outdoor Dining Venue in 2016 and 2017 by the Canton Repository and features live music and The Bistro was awarded the Most Romantic Restaurant by the Akron/Canton Hotlist in 2016,

The Cruise-In event is hosted all summer and offers something for everyone. Whether it's checking out the classic cars or strolling through the vineyard, Gervasi offers a great opportunity for a free and casual summer night that can be fun for the whole family.