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**NASHVILLE'S NEW CITY WINERY GETS OUTFITTED WITH AN ABUNDANCE  
OF SHURE GEAR**

*Acclaimed Restaurant, Winery, and Music Venue Supported by Shure Wireless Systems and  
Microphones to Enhance High-End Culinary and Cultural Experience*

**NILES, Ill., Nov.12, 2014**—With locations in New York City, Chicago, and Napa, [City Winery](#), the brainchild of Michael Dorf, founder of the iconic Knitting Factory, came to Nashville with one goal—to create a space that embodies the city's shared passions for wine and music. A unique facility, City Winery combines a fully-functioning winery with intimate concerts, food and wine classes, private events, and fine dining. With upcoming performances from JT Hodges and Rhett Miller, the City Winery team turned to Shure to outfit the new location with audio equipment for private parties, a small restaurant stage, and a larger 570-person music venue.

City Winery partnered with [Tour Supply](#), a company well-known in the live touring industry and audio partner for the existing City Winery locations, to integrate high-quality, intuitive gear. The challenge was to identify cost-effective, yet reliable products to serve a variety of different functions. Also, while the City Winery music venue is supported by a house production manager, the restaurant, winery, and private rooms required frequency agile systems that could be operated seamlessly by restaurant staff who have very little technical audio experience.

To address the many needs of City Winery, Tour Supply selected four channels of [ULX-S® Wireless Systems](#) and [PSM® 900 Personal Monitoring Systems](#) for the music venue. The team installed three channels of Shure's entry-level [BLX Wireless Systems](#) for the restaurant and winery areas, [MX412 Gooseneck Microphones](#) to support corporate presentations and a dash of Shure wired and wireless microphones, including Beta 58, Beta 91A, Beta 98A, SM58®, and SM57.

"City Winery has been an amazing project for our team. The combination of wine, music, and culinary arts is something that appeals to the senses, but when under one roof, it makes for a challenging audio installation," said Lance Wascom, Tour Supply CEO. "We've had close to a 20-year relationship with Shure. Using Shure equipment was a no-brainer for us, as it was for Mr. Dorf and his team. Not only is the sound quality superior, but the gear comes with great support from the Shure customer service team and our local reps over at HWPco Inc."

A month into operations, the ULX-S Wireless System has proven effective in delivering premium sound quality for music acts. Additionally, the wireless is reliable and in a compact, sleek form factor, fitting for

the venue layout. In regard to PSM 900, Wascom commented “it’s the best dollar for dollar investment. We trust PSM for our touring artists and the PSM 900 delivers superb audio quality for the professional musicians performing at City Winery.”

In the restaurant and winery, the BLX Wireless System—with professional quality sound, simple setup, and an intuitive interface—has been easy for employees to use. The one-touch QuickScan frequency selection, that quickly locates the best open frequency in case of interference, means that employees don’t have to be bothered with the complexities of manual scanning. Additionally, the quality construction ensures it will hold up in the high-traffic environment.

To learn more about Nashville’s first fully-operational winery and the upcoming events at City Winery, please visit [www.citywinery.com/nashville](http://www.citywinery.com/nashville). To learn more about Tour Supply, visit [www.toursupply.com](http://www.toursupply.com)

For more information about Shure, please visit [www.shure.com](http://www.shure.com).

### **About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure’s diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States. The Company also has regional sales and marketing headquarters in Eppingen, Germany, and Hong Kong, China, with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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