



WHAT'S NEW IN WINSTON-SALEM, NC



North Carolina's 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 notable hotel options available around downtown. **The Kimpton Cardinal Hotel**, located inside the historic, 1929 R.J. Reynolds building, is the iconic Art Deco structure that is the prototype for the Empire State Building. Blocks from The Cardinal, The Pepper Building, a remarkable, six-story brick building built in 1928, has been transformed into a **Hotel Indigo** that opened in 2019. Near Old Salem and built in 1837, **The Historic Brookstown Inn**, is a charming getaway for couples and families alike. And just outside of downtown, **The Graylyn Estate** offers guests modern, sophisticated accommodations in a historic residence built in 1874.



A "NEW" OLD SALEM

Old Salem Museums & Gardens, a unique living history site with a tactile-driven, immersive visitor experience, is now offering a series of fun, hands-on activities. On any given day, visitors have the opportunity to witness historic trades performed by talented craftsmen, actively participate in hands-on activities that recreate 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. Old Salem has also launched an initiative called **Hidden Town Project** to research and highlight the history of a community of enslaved and free Africans and African Americans who once lived in 18th and 19th century Salem, North Carolina. The Hidden Town Project tracks the effects and legacy of enslaved people from the inception of Salem itself in 1766 through the Jim Crow Era and into the 21st century. These histories involve the complicated use of slavery and enslaved people to build the town and their contribution to the mercantile prosperity of Salem.



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“FIRSTS THAT LAST” IN WINSTON-SALEM

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, Ginger Crisp Moravian Cookie at Mrs. Hanes’ Moravian Cookies, your first “kerplunked” piece of art work from a refurbished cigarette machine called Art-o-Mat, or your first Easter Sunrise Service in God’s Acre, you’ll be sure to experience at least one first that lasts in Winston-Salem.

THE MORAVIAN CULINARY TRAIL

Winston-Salem offers a virtual culinary trail series that celebrates our deep Moravian food roots. The three-part trail starts with the whisper-thin Moravian cookie (voted “Oprah’s favorite”), continues with our famous Moravian Chicken Pie (not to be confused with pot pie!) and ends with buttery and slightly sweet Moravian sugar cake. Since settling here more than 260 years ago, we’ve seen Moravian influences grow throughout our city. Now, you can enjoy Moravian ginger- cookie-scented candles and tea at local bakeries and shops. Even local brewery, 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, the country’s oldest operating women’s college, 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 North Carolina’s first microbrewery distillery (Single Brother’s House in Old Salem), 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 Foothills Brewing, Small Batch Beer Co., Wise Man Brewing, Fiddlin’ Fish Brewing Company and Incendiary Brewing – all serving up small batch, specialty brews and seasonal varieties. Just outside downtown is Hoots Roller Bar & Beer Co., one of several businesses open in the historic West End neighborhood, including Joymongers Barrel Hall which ages beer in bourbon and whiskey barrels. And Westbend Winery & Brewery, (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! Winston-Salem’s ninth brewery, Radar Brewing, opened its doors in Industry Hill, downtown’s newest district.



Happenings in Winston-Salem

➤ **RiverRun International Film Festival**

An Academy Award-qualifying festival, RiverRun screens in downtown Winston-Salem for 11 consecutive days, showcasing the best in independent and classic cinema. Each year the festival features nearly 100 films from 40+ countries around the world. Movie-goers are introduced to a variety of Winston-Salem’s historic venues celebrating creative arts and entertainment and enjoy mingling with the stars and filmmakers at the closing gala event.

➤ **Annual Bookmarks Festival of Books & Authors**

The largest festival of books and authors in the Carolinas, Bookmarks hosts authors representing more than 500 of New York Times bestsellers. The four-day festival features Eat & Greet events with notable authors, keynote speakers, and a free daylong festival drawing thousands of literary fans for 40+ author readings, panels, and book signings. Past festival headliners include best-selling authors James Patterson, David Baldacci, John Grisham, and Diana Gabaldon.

➤ **58th Annual Piedmont Craftsmen Fair**

Now held at the Benton Convention Center in Winston-Salem, the first Piedmont Craftsmen Fair took place more than 50 years ago in a building formerly occupied by Krispy Kreme, on the edge of Old Salem. Since its founding by a group of craft makers and craft collectors in 1963, this juried membership guild has consistently attracted the most respected artisans working in their craft media. Today, visitors browse collections of stoneware, porcelain, earthenware, delicate graphic designs, and more.