



FOR IMMEDIATE RELEASE

July 9, 2015

Contact: Scott Black
707-935-0803 x 4
Scott@SonomaValleyWine.com

Sonoma Valley Vintners and Growers Alliance Launches Sonoma Valley Legends Series

(SONOMA, Calif.) – The **Sonoma Valley Vintners & Growers Alliance (SVVGA)**, a marketing organization representing over 100 Sonoma Valley wineries and some 140 growers, announces today the upcoming release of an ambitious new creative project aimed at capturing the oral history of Sonoma Valley Wine’s modern era, through the eyes of some of the Valley’s greatest living legends.

The Sonoma Valley Legends, is a video series featuring six local wine icons divided into three one on one conversational pairings, in which they recount stories from the formative years of the Valley’s modern wine era. “These individuals were among those at the forefront of transforming Sonoma Valley into the world-class wine region here today”, said SVVGA Executive Director, Maureen Cottingham, “We are absolutely thrilled to have captured the personal stories, as well as the very essence of these living legends for all time.”

Filmed entirely at the historic Hanzell Winery, the three conversational pairings will be released in waves beginning with the inaugural release Thursday, July 9th. The initial release will feature long-time Kenwood winegrower George MacLeod of MacLeod Family Vineyard in conversation with Glen Ellen vintner Mike Benziger of Benziger Family Winery. The second release in August will feature Jim Bundschu and Angelo Sangiacomo, the reigning patriarchs of Gundlach Bundschu Winery and Sangiacomo Family Vineyards respectively. The final pairing to be released in October will focus on the enduring relationship between vintner Richard Arrowood of Amapola Creek Vineyards and Winery, and winegrower Phil Coturri, founder of Enterprise Vineyards. Additional segments from all three conversations will be released into the spring of next year.

In highlighting the series’ unmoderated conversational format, SVVGA Marketing Director, Scott Black, noted that “It offers viewers a uniquely personal glimpse into the relationships that these individuals have shared over many decades—it is very intimate, genuine and compelling to watch”.

The video series may be viewed at www.SonomaValleyWine.com

About Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 members who share a mission to promote awareness of Sonoma Valley’s grapes, wine, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over \$10,000,000 for local Sonoma charities. For more information on the SVVGA and SVVGF, visit www.SonomaValleyWine.com.

###