



**MEDIA ALERT
FOR IMMEDIATE RELEASE**

**11th Annual Sonoma Valley Winery
Gingerbread Contest Results**

Sonoma, CA – January 5, 2017 –The annual Sonoma Valley Winery Gingerbread Contest has concluded its 11th year as one of the valley’s most popular holiday traditions, with the Larson Family Winery successfully defending their 2015 title. The Larson Family bested a field of five other wineries vying for the public’s vote for the best gingerbread masterpiece. Each winery displayed these decadently clever creations in their respective tasting rooms throughout the month of December, with visitors voting for their favorites for a chance to win a hand-selected case of Sonoma Valley Wines. Over 1,500 votes were cast in this year’s competition.

The Larson Family Winery’s winning entry once again featured their three resident Labradors—Bubba, Buster, and Pete who also adorn the label of their popular “*Three Lab Cab*” wine. BR Cohn Winery’s whimsical take on Santa’s workshop took second place in this year’s competition with Chateau St Jean finishing third with their “Vertical Village”, an imaginary mash up of some of Sonoma’s beloved historical buildings, alongside their iconic tasting room.

"A big 'Thank you!' to everyone that voted for us and to Chef Linda Rodriguez for her time and creativity in leading us to a second gingerbread-winning year!" commented Larson’s Marketing Manager Melissa Ivan, “We are very grateful for all our lab and wine-loving fans. Cheers!"

While voting has concluded, all of the 2016 Gingerbread entries, along with a few behind the scenes construction shots, can still be viewed on Sonoma Valley Wine’s website: www.SonomaValleyWine.com.

Photos available upon request. # # #