



FOR IMMEDIATE RELEASE:

Sonoma Valley Vintners & Growers Alliance

Announces Inaugural *Signature Sonoma Valley*, April 7 - 8, 2017

Two-Day Event Showcases World-Class Sonoma Valley Wine Region

SONOMA, Calif. (March 13, 2017) – [Sonoma Valley Vintners & Growers Alliance](#), an organization comprising hundreds of wineries, grape growers, and associate members dedicated to promoting awareness of the Sonoma Valley, is pleased to announce the inaugural *Signature Sonoma Valley*, taking place April 7 - 8, 2017. This dynamic event offers an extraordinary immersive opportunity for wine enthusiasts to taste incomparable wines, visit acclaimed vineyards, meet passionate vintners and growers, and experience the welcoming community spirit of the Sonoma Valley wine region.

Signature Sonoma Valley will bring the historic Sonoma Valley wine region to life with exclusive access to rare and highly sought after wines, vineyard tours, private winemaker-hosted tastings, exquisite dinners paired with Sonoma Valley wines curated by a panel of expert sommeliers, intimate conversations with wine luminaries, and luxurious private transfers to and from all events.

Participating vintners and growers include Amapola Creek Winery by Richard Arrowood, Anaba Wines, AUTEUR Wines, Belden Barns, Beltane Ranch, Buena Vista Winery, B Wise Vineyards, Canihan Family Winery, Chateau St. Jean, Dane Cellars, DUNSTAN Wines, Durell Vineyard, Enterprise Vineyards, GlenLyon Vineyards & Winery, Gloria Ferrer Caves & Vineyards, Idell Family Vineyard, Kamen Estate Wines, Kistler Vineyards, Korbin Kameron, Landmark Vineyards, La Rochelle Winery, Pangloss Cellars, Petroni Vineyards, Price Family Vineyards &

Estates, Ram's Gate Winery, Sangiacomo Family Vineyards, Schug Carneros Estate, Sojourn Cellars, Stone Edge Farm Estate Vineyards & Winery, The Donum Estate, and Three Sticks Wines.

“*Signature Sonoma Valley* is the first event of its kind in the Sonoma Valley wine region, designed to showcase the area's remarkable natural diversity, temperate climates, world-class wines, and rich winegrowing history,” said Maureen Cottingham, the executive director of the Sonoma Valley Vintners & Growers Alliance. “The dynamic, two-day event will offer special access to Sonoma Valley's famed wineries and esteemed luminaries. Our goal is to educate, inspire, and delight our wine enthusiast guests.”

Signature Sonoma Valley begins on Friday, April 7, with the elegant PRELUDE dinner at Buena Vista Winery, one of Sonoma Valley's most storied and beautiful settings. Legendary vintners will nearly outnumber guests as they pour micro-production wines from their signature collections. The evening will include an exclusive opportunity to hear from one of the wine world's most renowned leaders, who will host the evening as a special guest. Participants will enjoy an incomparable range of wines hand-selected by a panel of sommeliers to accompany an exquisite dinner prepared by Buena Vista Winery Chef Victor Scargle.

The morning and afternoon of Saturday, April 8, will consist of IMMERSION events that take guests behind-the-vines at either Durell Vineyard or Kamen Estate Vineyard, two of California's most treasured hidden gems. Few people have the opportunity to visit these remote vineyards, let alone enjoy a proprietor-guided exploration of their fascinating nuances. Guests will indulge in intimate, curated tastings from each vineyard, while enjoying a sommelier-moderated discussion with the winemakers who crafted the wines. In the afternoon, *Signature Sonoma Valley* attendees will reunite at the idyllic Beltane Ranch for an exquisite farm-to-table lunch paired with vineyard designate wines from famed Sonoma Valley sites. Hosted by the fifth-generation Beltane Ranch family and their estate chef, this meal will be one to remember.

The weekend will conclude on Saturday evening with the ECHELON Dinner at Ram's Gate Winery, one of California's most famed wineries, known for its dramatic design and panoramic views of the Carneros hills. During the gourmet dinner, guests will raise a glass with Sonoma

Valley wine luminaries, and each vintner/grower host will select a unique wine from his or her personal collection to share – a bottle both rare and personal that speaks to the history, passion, and innovation that brought Sonoma Valley worldwide attention.

The Friday and Saturday *Signature Sonoma Valley* events are included in the Signature Package, priced at \$1,250 per person. The package includes the PRELUDE, IMMERSION, and ECHELON experiences, as well as private transfers to and from all events from the Fairmont Sonoma Mission Inn & Spa. Standalone tickets for the PRELUDE and ECHELON dinners are priced at \$350 per person, and the IMMERSION experience can be purchased for \$175 per person. Tickets are available online at Tickets.SonomaValleyWine.com. For more information, please call (707) 935-0803 or visit SonomaValleyWine.com.

About the Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving more than 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. Sonoma Valley comprises five of the 17 American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Mountain, and Sonoma Valley. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501(c)(3) organization that has raised more than \$25,000,000 through Sonoma Wine Country Weekend and supports youth and children for future success, preserving our environment, and improving health and welfare of our local communities. For more information on the SVVGA and SVVGF, please visit www.SonomaValleyWine.com.

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