



FOR IMMEDIATE RELEASE:

**Sonoma Valley Vintners & Growers Alliance
Launches Initiative to Protect and Preserve Historic Vineyards**

*Author Antonio Galloni and Cartographer Alessandro Masnaghetti to Map
Sonoma Valley's Vineyard Sites*

SONOMA, Calif. (November 14, 2018) –The [Sonoma Valley Vintners & Growers Alliance](#) (SVVGA) announced today that legendary wine critic and author Antonio Galloni will initiate the process of clearly identifying and definitively mapping all of the vineyards of the Sonoma Valley wine region. A significant undertaking, Mr. Galloni is partnering with a distinguished cartographer, that has mapped historic wine regions around the world. The maps will become an essential education tool and will increase the understanding and appreciation of Sonoma Valley wines around the world.

“Vinous Maps is a result of closely observing the land and its fine details to gain a deeper understanding of how the essence of site is ultimately reflected in the glass,” said Antonio Galloni. “These maps are created through extensive proprietary research and boots-on-the-ground work, Sonoma Valley Vinous Vineyard Maps will represent the state of art in modern cartography.”

Renowned wine critic and cartographer Alessandro Masnaghetti is a key member of the Vinous map team. Italian wine lovers recognize Mr. Masnaghetti as the author of the most comprehensive maps and

books available on the vineyards of Barolo, Barbaresco and many other regions. Alessandro's work has been featured in a number of publications, including *Wine Spectator*, Jancis Robinson's *Purple Pages*, *Wine & Spirits* and *Vinous*.

The Sonoma Valley Vinous Vineyard Maps will feature a set of maps that show the vineyards of Sonoma Valley in unparalleled detail, vineyard by vineyard and owner by owner.

Each map will show property boundaries on the front and more detailed information on the back, including historical background for each region and 3-D images that allow for unprecedented perspective of vineyard sites. These detailed maps will be an invaluable resource and will be released for use by wine enthusiasts and collectors as well as key media and trade. Maps are poster-sized (23-3/8 x 33-1/8 inches), printed on both sides, and available in both folded or rolled, ready-to-frame versions.

The Sonoma Valley Corridor and the Moon Mountain District, the first of three maps, will be finished in spring of 2019 and will be launched at SVVGA's third annual Signature Sonoma Valley on May 16-19, 2019 where Mr. Galloni will lead tastings and discussions on several distinctive vineyard sites and their wines throughout the weekend. Signature Sonoma Valley is an exclusive, four-day immersion into the acclaimed wines, historic vineyards and welcoming community of Sonoma Valley.

"The Sonoma Valley Vinous Vineyard Maps will help cement our region's reputation alongside other top tier regions in the world that have a long history of providing detailed vineyard maps and information, such as Burgundy, Bordeaux, Barolo and Napa Valley," said Kenneth Juhasz, Proprietor of Autuer Wines and President of the Sonoma Valley Vintners & Growers Alliance. "Our greatest hope with the development and publication of these maps is that wine enthusiasts and collectors, as well as key members of the trade and media will have a deeper connection to our vineyards and an appreciation for the caliber of wines coming out of Sonoma Valley."

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 six of the 17 American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Coast, 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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