

FOR IMMEDIATE RELEASE



SAVE THE DATE

May 17th and 18th, 2008

**SECOND ANNUAL “PASSPORT TO SONOMA VALLEY” WEEKEND
CELEBRATES THE WORLD CLASS WINES AND HOSPITALITY OF
CALIFORNIA’S OLDEST WINE REGION**

**OVER 40 OF SONOMA VALLEY’S MOST ACCLAIMED WINERIES OPEN THEIR DOORS WITH
SPECIAL WINE OFFERS AND INTERNATIONALLY THEMED CELEBRATIONS IN
SUPPORT OF THE SVVGA SCHOLARSHIP FUND**

SONOMA, Calif. (February 25, 2008) The Sonoma Valley Vintners & Growers Alliance (SVVGA) has unveiled plans for the second annual **“Passport to Sonoma Valley”** scheduled for May 17th – 18th at more than 40 participating wineries throughout Sonoma Valley. Visitors to the two day, valley-wide open house will be issued a “passport” providing them unprecedented access to the wines and wineries of California’s oldest wine country including: tiny cult wineries not normally open to the public; historic estates that ushered in the California wine industry and exclusive VIP tasting bars offering special pricing and wines available only at the wineries. A portion of “Passport to Sonoma Valley” proceeds will go to the SVVGA Scholarship Fund, which aids in college tuition for senior level high school students, who have good academic records and are related to an SVVGA member.

In issuing the announcement, SVVGA Executive Director Grant Raeside said, “We were thrilled with the turnout for last year’s inaugural Passport Weekend; the entire valley was abuzz with visitors from all over the country who traveled here to enjoy special access to the wines, food and hospitality that make Sonoma Valley one of the world’s great wine regions. This year we expect even greater turnout and participation as Passport Weekend takes its place among Sonoma County’s premier events.”

About “Passport to Sonoma Valley”

“Passport to Sonoma Valley” will take place May 17th and 18th from 11:00am – 4:00pm at over 40 participating Sonoma Valley wineries. Tickets can be purchased in advance through the SVVGA office and website (707-935-0803, www.sonomavallywine.com) or at participating wineries on the day of the event. Advanced ticket prices are \$50/weekend, \$45/day and \$10/designated driver. Tickets purchased at the event are \$60/weekend and \$55/day. On the day of the event, ticket holders needing to check in and receive their commemorative wine glass, as well as non ticket holders wishing to purchase tickets can do so at one of four designated locations: Viansa Winery at the southern entrance to the valley, St. Francis Winery and Valley of the Moon to the north and The Lodge at Sonoma in the town of Sonoma.

Passport to Sonoma Valley ticket holders will receive:

- Commemorative wine glass
- Unlimited wine tasting at over 40 wineries
- Preferred access to pre-release, library and winery-only wines
- Special pricing on select wines
- Discounts and/or waived corkage on Sonoma Valley wines at participating restaurants
- Entry into grand prize drawing for Sonoma Valley Weekend Getaway Package
- Gourmet food pairing
- Live music
- Tours
- Activities
- Wine Education

More than 40 wineries will be participating in the second annual “Passport to Sonoma Valley” weekend including

- Enkidu Winery, recently lauded by wine critic Robert Parker for their single vineyard White Petite Sirah
- Sebastiani Winery, celebrating the 100 year anniversary of its famed Cherry Block Vineyard
- Robledo Winery, the first Hispanic owned winery and tasting room in North America
- Muscardini Cellars and Ty Caton Vineyards, celebrating their newly opened tasting room.
- Gundlach Bundschu Winery, celebrating its 150th anniversary.

Many of Sonoma Valley’s premier destination restaurants will wave corkage fees on Sonoma Valley wines during the two day “Passport to Sonoma Valley” weekend.

Note: As winery and restaurant participation is confirmed further information will be released. A full list of participating members will be posted to the SVVGA website in advance of the event date.

About the Sonoma Valley Vintners & Growers Alliance (SVVGA)

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit organization that has raised over \$7,000,000 for local Sonoma Valley charities through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit www.sonomavalleywine.com.

###

Media Contacts: Michael Coats 707-935-6203 michael@coatspr.com

Marty LaPlante 707-939-1243 mlpspotzy@aol.com