



Tickets on Sale Now

4th ANNUAL PASSPORT TO SONOMA VALLEY, MAY 15-16

The Ultimate “Destination” Weekend Features More than 50 Sonoma Valley Wineries and Grape Growers Presenting Special Wine Offers, “Grape to Glass” Tastings

Sonoma, CA (March 8, 2010) Executive Director Grant Raeside of the Sonoma Valley Vintners and Growers Alliance (SVVGA) has announced that tickets are now on sale for the 4th **annual Passport to Sonoma Valley**, taking place May 15th and 16th from 10:30am – 4:00pm at wineries and vineyards throughout historic Sonoma Valley. From food and wine aficionados to those looking for a unique, close-to-home “travel” experience, Passport to Sonoma Valley swings open the cellar doors of California’s oldest and most coveted artisan wineries in a celebration of Sonoma’s food, wine and arts scene. Visitors to the valley-wide open house will be issued a “passport”, providing them unprecedented access to the wines and wineries of California’s oldest wine region, including special pricing and exclusive wine offers.

Tickets for Passport to Sonoma Valley are: \$90/weekend, \$70/ Sunday-Only and \$25/designated driver when purchased in advance (**ticket price for day \$100/weekend, \$80/Sunday Only, \$25 designated driver**), subject to availability. On the day of the event, ticket holders, and those wishing to purchase tickets must check in at one of four designated “start” locations – including Viansa Winery & Marketplace, Sebastiani Vineyards & Winery, Valley of the Moon Winery and St. Francis Winery & Vineyards - to receive their passport and complimentary wine glass. For more information and to **purchase tickets, visit** www.SonomaValleyWine.com or call 707-935-0803.

Visit www.SonomaValleyWine.com to see the list of participating wineries – updated regularly – along with activities planned for this year’s Passport to Sonoma Valley.

Back by Popular Demand - Grape to Glass Tasting

Passport to Sonoma Valley is kicking off their fourth year and the unofficial start of the tourist season with a very exciting “behind the scenes” opportunity for Passport holders. Due to last year’s success of this component of the event, participating wineries are partnering with their growers to provide the ultimate tasting experience; pouring their best wines on site in the vineyards where the grapes were sourced. In addition to feeling an even greater connection between the “grape and the glass”, Passport attendees will enjoy the rare – and often breathtaking - opportunity to taste among the vines of Sonoma’s most exclusive vineyards, not normally open to the public.

Participating Wineries

Passport to Sonoma Valley provides a unique opportunity to go beyond the traditional tourist experience; to discover the people, places and wines that make Sonoma Valley one of the world’s great wine regions. This journey of discovery will take passport holders off the beaten path to tiny cult wineries not normally open to the public, to historic estates that ushered in the California wine industry and to the many family-owned and operated wineries that define Sonoma’s “farm to table” culture. Each winery will showcase the very best of their current release, library wines and special bottlings, food pairings, and entertainment. Special discounts and after hours shopping will also be part of the two-day celebration.

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 \$6,000,000 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.

About SVVGA Annual Events

Each year, the Sonoma Valley Vintners and Growers Alliance partners with local wineries, growers, restaurants and hospitality providers to produce four signature events designed to raise awareness and appreciation for the artisan grapes, wines and food of Sonoma Valley. The events include: **Holiday in the Vines; VinOlivo; Passport to Sonoma Valley; and Sonoma**

Wine Country Weekend, featuring **the Sonoma Valley Harvest Wine Auction and Taste of Sonoma**. For more on these events, visit www.sonomavalleywine.com or call 707-935-0803.

###

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

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