



FOR IMMEDIATE RELEASE

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Discover Hidden Gems of Sonoma Valley at the First Annual “Sonoma Valley Reserve” New Exclusive Wine Event set for May 2011

(Sonoma, CALIF.) — **Sonoma Valley Reserve**, a new wine event that offers participants the exclusive opportunity to see Sonoma Valley’s classic wineries in a completely new light, has been set for **Saturday, May 14 and Sunday, May 15, 2011**. This inaugural event, a series of themed daytrips around the region, will showcase rare offerings and hidden gems of Sonoma Valley wine destinations, many of which are seldom open to the public.

“There are layers of amazing hidden gems to visit, as well as a wide selection of limited-production wines right here in our valley,” said **Maureen Cottingham, Sonoma Valley Vintners & Growers Alliance Executive Director**, “We are very excited to announce a new event that makes it possible to discover some of the people, places and wines that otherwise would be impossible to experience.”

Produced by the **Sonoma Valley Vintners & Growers Alliance** the first annual Sonoma Valley Reserve will feature a schedule of themed tours that take guests on a treasure hunt throughout the appellation. Each tour includes four winery visits, comfortable transportation by **California Wine Tours** and a wine country picnic lunch featuring fresh local ingredients. In addition, on Saturday the tours end at the **Sonoma Valley Reserve Marketplace** where wines – many not available elsewhere – will be available for purchase. **Rabobank, N.A.** is the Presenting Sponsor of Sonoma Valley Reserve.

Tickets for Sonoma Valley Reserve are extremely limited and on sale now at **\$85 for one day** or **\$135 for two days**. Sonoma Valley Reserve ticketholders can depart from Sonoma, Mill Valley or San Francisco. For an additional nominal fee (\$30 per person), round-trip motor coach transportation from San Francisco and Mill Valley will also be available. For tickets visit www.SonomaValleyWine.com or call 707-935-0803.

About Rabobank, N.A.

Rabobank, N.A. is a California community bank that provides personalized service and a full array of quality products to individuals, businesses, and agricultural clients. With nearly 120 retail branches, including branches in Sonoma and Napa, we serve the needs of communities from Redding to the Imperial Valley through a regional structure that promotes local decision making and active community involvement by our employees. www.rabobankamerica.com.

About Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 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. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over \$8,000,000 for local Sonoma Valley charities. For more information on the SVVGA and SVVGF, please visit www.SonomaValleyWine.com.

Journalists: For more information, to speak with an event representative or to inquire about press credentials for the first annual Sonoma Valley Reserve please email or call **Lisa Adams Walter** at (707) 255-0300 or lisa@adamswalter.com.

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