



**Roman Holiday in Tuscany and Belize Getaway and Wine Package from Francis Ford Coppola  
Lead the List of Auction Lots Offered at the  
17<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction at Cline Cellars,  
Presented by Trilogy Glass & Packaging**

Despite a Challenging Economy, Sonoma's Wine Community Pulls out all the Stops –  
Including Online Auction, Live Auction, Toga Party, and Special Discounts for Visa Signature Cardholders –  
To Raise Much Needed Funds for Local Charities

**Sonoma, CA** (August 10, 2009) – Sonoma Wine Country Weekend, presented by Visa Signature® has released the list of auction lots for the **17<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction**, presented by Trilogy Glass & Packaging, which takes place Sunday, September 6 on the grounds of Cline Cellars in Sonoma. The famously irreverent auction, which this year sports the theme "*Party with Us and You'll Want to Come Bacchus*", wraps up **Sonoma Wine Country Weekend**, the annual three day fundraiser and pre-harvest celebration that also features **Showcase: Taste of Sonoma** and has to date raised more than \$8 million for local charities. This year's auction will see fewer, yet more impressive, individual lots in an effort to reign in the live auction portion of the day and allow more time for revelers to enjoy the wines, food, and conviviality that makes the Sonoma Valley Harvest Wine Auction one of the wine world's biggest parties of the year. **Tickets to the 17<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction are \$500 per person, or \$450 for Visa Signature cardholders. Seating is limited. For ticket purchase and full list of auction lots, visit [www.SonomaWineCountryWeekend.com](http://www.SonomaWineCountryWeekend.com).**

Highlights from this year's list of auction lots include: The **Sangiaco Family's Chairman's Lot**, which includes a trip for two to Portofino and Milan, Italy and a lunch for 20 in their vineyards and Sangiaco Vineyard Designated wines; A Roman Holiday, including a 2-day Sonoma experience, vertical of Cherryblock Cabernet Sauvignon, 6 day adventure trip to Tuscany & Umbria from **Sebastiani Vineyards & Winery**; a Hobbs-Knobbing with the Winemaker Soiree, including an instant wine cellar, plus VIP winery visit and twilight dinner for six from **Paul Hobbs Winery**; A Golden Anniversary Wine, Dine, Music and Idaho Adventure package, including winemaker/celebrity chef dinner for 10, season tickets to winery concert series and three day fly fishing trip to Idaho from **Rodney Strong Vineyards**; and a Star Treatment Mediterranean Cruise, including 11 nights for two aboard the new Solstice Class Celebrity Equinox, from **Celebrity Cruises**. As an added benefit this year, bidders who register and pay for their Auction purchases with a Visa Signature card will receive complimentary shipping, where applicable.



Doors open at 11 AM at Cline Cellars for the 17<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction with Auctioneer Fritz Hatton getting the Live Auction underway at 1pm in the Wine Spectator Auction Tent. Famous for its irreverent skits, lavish auction lots, and record breaking charitable donations, the auction's Greco-Roman theme will be played out in a series of unforgettable performances by Sonoma's best known growers and winemakers, who will introduce each lot channeling the spirit of Bacchus.

**\*New this year:** Sonoma Valley Harvest Wine Auction Culinary Director, Chef **Carlo Cavallo** of Meritage **Martini Oyster Bar & Grille**, will lead a team of Sonoma County's most renowned chefs, including **Janine Falvo** of **Carneros Bistro & Wine Bar**, **Jeff Mall** of **ZIN Restaurant**, **Justin Everett** of **El Dorado Kitchen**, **John Toulze** of **the girl & the fig**, **Manuel Azevedo** of **LaSalette Restaurant**, **Josh Silvers** of **Syrah Bistro**, **Douglas Keane** of **Cyrus Restaurant** and **Sheana Davis** of **Epicurean Connection**, in preparing a multi-course ambrosial feast of Sonoma's freshest bounty fit for the finest patrician. In addition to the auction's legendary display of fine wine, culinary extravagance and incomparable hospitality, this year's ticket holders will enjoy full access to all pre and post auction festivities and lounge parties. Also, for the first time, tables for the live auction will be hosted by, and feature the wines of, Sonoma's most prestigious growers and vintners, allowing ticket holders the opportunity to select their preferred table assignments at the time of purchase, based upon availability.

#### **Honorary Chairs: The Sangiacomo Family**

In keeping with this year's focus on Sonoma grapes and grape-growing, the Sangiacomo family has been selected as Honorary Chair for 2009 Sonoma Wine Country Weekend. This marks the first time that a grape grower has received this honor. Sonoma valley natives since 1927, the Sangiacomo family first planted grapes in Carneros in 1969. Since then, three generations of Sangiacomos have overseen a family business that has risen to become one of the most respected in viticulture. Today the Sangiacomo family farms over 1,300 acres of Chardonnay, Pinot Noir, Merlot, and Cabernet Sauvignon with an unwavering commitment to the land, the grapes and the wines they produce. It is no wonder, then, that the "Sangiacomo Family Vineyard" designation has become one of the most coveted by winemakers and wine connoisseurs alike. As honorary chairs, the Sangiacomo family will serve as spokespeople for the event, as well as hosts of the special Honorary Chair Dinner on Saturday, September 5.

#### **Online Auction: Back by Popular Demand**

For the second year, those who can't make it to the auction in person or wish to get an early start on bidding may do so online at [www.WineCountryWeekend.cMarket.com](http://www.WineCountryWeekend.cMarket.com) beginning August 1<sup>st</sup>. This online bidding opportunity is being made available through cMarket, an on-demand, online auction platform designed solely for organizations engaged in fundraising for nonprofit causes. Visitors to the site can bid on select lots ranging in value from \$100 - \$5,000. Bidders who register and pay for their Auction purchases with a Visa Signature card will receive complimentary shipping, where applicable.

### **About 2009 Sonoma Wine Country Weekend Sponsors and Beneficiaries**

A partnership between Sonoma Valley Vintners & Growers and Sonoma County Vintners, Sonoma Wine Country Weekend is the area's **largest wine and food fundraiser, having donated more than a combined \$8 million to local charities** that support students, children, farm workers and people in need.



The 2009 Sonoma Wine Country Weekend is presented by **Visa Signature**, whose cardholders will receive exclusive perks and savings throughout the event. From benefits that save time to benefits that help to safeguard purchases, Visa Signature helps cardholders get the most out of life. In addition to a choice of numerous airline, hotel and other premium reward partners, cardholders enjoy access to around-the-clock complimentary concierge services; epicurean events and reservations at the hottest restaurants; premium merchant offers; and access to exclusive events such as the Olympics, Super Bowl and the Tony Awards, as well as preferred access and seating at local sporting events, concerts and movie screenings. For more information about Visa Signature, visit [www.visa.com/signature](http://www.visa.com/signature).

Other partners include Executive Sponsors: [Trilogy Glass & Packaging](#) and [MacMurray Ranch](#); Major Sponsors: American AgCredit, Sonoma County Winegrape Commission, Southern Wine & Spirits, and Buick; Winery Sponsors: [Cline Cellars](#), Jacuzzi Family Vineyards, Rodney Strong Vineyards, and Gloria Ferrer Caves and Vineyards; Supporting Sponsors: Caliber WinePak, Stölzle USA, and Viking Range Corporation; Media Sponsors: Wine Spectator, Gourmet Magazine and San Francisco Magazine. For a complete list of beneficiaries and sponsors of the 2009 Sonoma Wine Country Weekend, please visit [www.SonomaWineCountryWeekend.com](http://www.SonomaWineCountryWeekend.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 vintners, growers and associates 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 \$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](http://www.SonomaValleyWine.com).

### **About Sonoma County Vintners**

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 175 wineries of all sizes throughout the county. [www.SonomaWine.com](http://www.SonomaWine.com).

##

**Media:** Michael Coats 707-935-6203

[michael@coatspr.com](mailto:michael@coatspr.com)

Marty LaPlante 707-939-1243

[mlpspotzy@aol.com](mailto:mlpspotzy@aol.com)