



Famed “Barbecue King & Queen” Billy & Sue Ruiz to Highlight Culinary Extravaganza at 15th Annual Sonoma Valley Harvest Wine Auction Gala Dinner

Tickets Still Available for Sonoma’s Annual Labor Day Weekend Wine Auction Fundraiser – The Kickoff Event of “California Wine Month”

Sonoma, CA (July 26, 2007) The Sonoma Valley Vintners & Growers Alliance (SVVGA) announced today that celebrated chefs and personalities **Billy and Sue Ruiz**, better known as the “Barbecue King & Queen”, will be one of the many culinary attractions at this year’s Sonoma Valley Harvest Wine Auction Gala Dinner taking place Sunday, September 2nd at Cline Cellars in Sonoma. The evening gala culminates a day long celebration of food and wine showcasing artisan producers paying homage to the Old Rancho Days of Sonoma. The day’s events include a VIP Brunch, hosted by the Fairmont Sonoma Mission Inn and Spa, “Shots at High Noon” sponsored by Saddles Steakhouse and a sumptuous sampling of locally grown and produced hors d’oeuvres in the OK Corral leading up to the opening of the Auction tent. Both a culinary and viticultural tour de force; the evening’s menu (attached) will feature Ruiz’s grilling mastery as well as epicurean side dishes from the Renaissance Lodge at Sonoma and specialty desserts from Artisan Bakery paired with more than 15 different varietal wines, showcasing the valley’s unequalled diversity, presented by wineries including: Chateau St. Jean, MacRostie, Arrowood, BR Cohn, Landmark, Gundlach Bundschu and Sebastiani. As a special treat for VIP guests, Ruiz will personally present “knife to plate”; cutting the meat to individual preferences. Those interested in attending all or part of the three day series of events scheduled for Friday, August 31- Sunday, September 2nd can view event listings and lodging options and purchase VIP weekend packages and individual event tickets online at www.sonomavalleywine.com. **Due to the limited availability of weekend packages, event tickets and local lodging, early registration and purchase are highly recommended.**



The 15th Annual Sonoma Valley Harvest Wine Auction Weekend represents the kickoff of “California Wine Month” – an official designation proclaimed by **Governor Arnold Schwarzenegger** in recognition of the industry’s vast contributions to the state’s economy and to winemaking worldwide.

Chef’s Billy and Sue Ruiz - who were recently featured on the Food Network’s “Roker on the Road” with **Al Roker** and in the pages of the highly regarded Cowboys and Indians Magazine - brings added cowboy flavor to this year’s western themed Sonoma Valley Harvest Wine Auction Dinner. As in year’s past, the weekend’s theme – this year entitled “The Wild Bunch... Is that a Magnum in Your Holster or Are You Just Happy to be in Sonoma Valley” – will be played out in the series of ribald, must-see skits by the valley’s top vintners and growers, whose performances have made the Sonoma Valley Harvest live auction legendary.



About the Sonoma Valley Harvest Wine Auction Weekend

Since its inception 15 years ago, the Sonoma Valley Harvest Wine Auction Weekend has established itself as one of the nation's top wine auctions, drawing visitors from all over the world to the three day wine classic and fundraiser. In addition to showcasing Sonoma's unparalleled wine quality and unrivaled hospitality, the Sonoma Valley Harvest Wine Auction has donated more than five million dollars in vital funding to local charities serving children, vineyard and hospitality workers, their families, and community healthcare.

About the SVVGA

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization representing over 500 vintners, grape growers and associates who share a mission to promote global and community awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. For more information on the SVVGA, please call 707-935-0803 or visit www.sonomavalleywine.com.

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15th Annual Sonoma Valley Harvest Wine Auction Gala
Sunday, September 2nd, 2007

MENU

Billy & Sue Ruiz, Cowboy Flavor

- Choice Plus New York Strips BBQ'd on the pit, whole

The Lodge at Sonoma

- Oak Hill Farms Romaine and Iceberg Salad with local “patch” heirloom cherry tomatoes, olives, cucumbers carrots with Pt. Reyes Blue Cheese dressing
 - Cucumber and Red Onion Salad
 - Oven Roasted Potato Salad
 - “The Patch” Heirloom Tomatoes, Mozzarella, Basil Balsamic
 - The Lodge Garden Grilled Vegetable and Orzo Salad
 - Marinated California Coast Pan Seared King Salmon
 - The Fruit Basket Fresh Corn Succotash
 - Field of Greens Seasonal Vegetable Salad
 - Baked Piquito Beans
 - Sonoma Jack Macaroni and cheese
 - Handmade Tortillas / corn or flour
 - Salsas / Salsa Fresca, Salsa Verde
 - Sonoma Artisan Bakers Garlic Bread

Artisan Bakery

- Seasonal Fruit Shortcakes with Ice Cream & Lavender Whipped Cream
 - Lemon & White Chocolate Mousse Tarts
- An Assortment of “Cutie Pies” featuring Seasonal Stone Fruits
 - Petite Chocolate Fudge Cakes
 - Artisan Brioche Bread Pudding
 - Orange Blossom Carrot Cakes
 - Meyer Lemon “Luscious” Bars
 - Baker’s Pride Decorative Shortbreads
 - Upscale Bake Sale Cupcakes
 - A Mix of Fresh Fruit Tarts
 - Flourless Chocolate Cakes