



## FOR IMMEDIATE RELEASE

May 26, 2011

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Journalists: High-Resolution Event Artwork  
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## Tickets On Sale June 1 for Sonoma's Ultimate Wine and Food Event

Sonoma Wine Country Weekend Set for September 2 – 4, 2011  
Celebrating Sonoma Wine, Food and Lifestyle – Presented by Visa Signature

(Sonoma County, CALIF.) —Wine lovers and foodies can finalize their plans to attend the fourth annual **Sonoma Wine Country Weekend** set for **Labor Day Weekend September 2 – 4, 2011** as tickets are on sale now. **Sonoma Wine Country Weekend**, the premier wine and epicurean event that showcases the birthplace of California wine is presented by **Visa Signature®**.

"Tickets for all Sonoma Wine Country Weekend events are on sale starting June 1," said **Maureen Cottingham, Sonoma Wine Country Weekend Co-Director**, "People may know that our Labor Day Weekend event features intimate winery lunches and dinner parties, Taste of Sonoma at MacMurray Ranch and the Sonoma Valley Harvest Wine Auction at Cline Cellars, but we have some great new additions to the line-up this year. Our winery dinner parties are intimate and we have added a series of winery barbeques throughout the county that will also provide guests with a true insider experience. We are also pleased to host the inimitable Sonoma Valley Harvest Wine Auction at Cline Cellars again this year. To make the auction even more enjoyable, it will start a bit later, and transportation from Healdsburg and Santa Rosa is available to allow for a more leisurely day."

"The hundreds of wineries, vintners, grape growers and chefs who are participating in our event this year truly represent the best of our region," said **Honore Comfort, Sonoma Wine Country Weekend Co-Director**, "The top wines, top food products and top chefs are involved. Because the events are so popular, and many sell out early, we encourage people to get their tickets now."

Produced in partnership by the **Sonoma Valley Vintners & Growers Foundation** and the **Sonoma County Vintners**, the 2011 Sonoma Wine Country Weekend event features the **Taste of Sonoma at MacMurray Ranch®**, the **Sonoma Valley Harvest Wine Auction at Cline Cellars** and an assortment of additional events throughout Sonoma County.

In addition to the winery dinner parties and barbeques, also new to the 2011 Sonoma Wine Country Weekend are:

- 2011 Co-Chairs Sonoma County Vintner and Grower leaders: The Benziger Family (Benziger Family Winery) and the Dutton Family (Dutton Ranch).
- A later start time, at the Sonoma Valley Harvest Wine Auction—a world-class, charity wine auction at Sonoma's Cline Cellars.
- A fun and approachable "Sonoma Homecoming: – Vintage 2011" theme for the Sonoma Valley Harvest Wine Auction where attendees can dust off their letter jackets, fluff up their pom poms and join fellow alumni at an event filled with wine, food, fun and frivolity!
- New Tasting and Seminar offerings during Taste of Sonoma at MacMurray Ranch in addition to the Steel Chef Competition, Sommelier Star Tours and other returning activities

Proceeds from Sonoma Wine Country Weekend support Sonoma County non-profit organizations; to date a cumulative total of more than \$10 million has been donated directly to Sonoma non-profits by the local wine community.

Tickets, which range from \$85 to \$500 per person, are on sale now. Presenting Sponsor Visa Signature is also offering cardholders event perks and savings. For more information visit [www.SonomaWineCountryWeekend.com](http://www.SonomaWineCountryWeekend.com), like it on Facebook at <http://www.facebook.com/winecountryweekend> and follow on Twitter at <http://twitter.com/SonomaWCW>.

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## **2011 Sonoma Wine Country Weekend Schedule At-A-Glance**

### **Friday, September 2 and Saturday, September 3 – Winery Lunch and Dinner Parties**

12:30 p.m. – Winery Lunch Series, sponsored by TricorBraun WinePak (Fri. only)

6:00 p.m. -- Winery Dinner Parties, sponsored by TricorBraun WinePak (Fri. & Sat.)

### **Saturday, September 3 – Taste of Sonoma at MacMurray Ranch, Healdsburg**

11 a.m. - 4 p.m. – Taste of Sonoma at MacMurray Ranch

### **Sunday September 4 – Sonoma Valley Harvest Wine Auction at Cline Cellars, Sonoma and Winery BBQs**

12:30 p.m. – Winery BBQs across Sonoma County

1 p.m. – 7 p.m. Sonoma Valley Harvest Wine Auction, sponsored by Trilogy Glass & Packaging

2:30 p.m. – Live Auction Begins

## **Tickets**

**All Tickets On Sale:** June 1, 2011

**Winery Lunches:** \$85/person; **Winery Dinner Parties:** \$160/person

**Chairman's Dinners:** \$175/person

**Taste of Sonoma at MacMurray Ranch®:** \$150/person (General), \$95/person (General Visa Signature) \$195/person (Grand Reserve) \$175/person (Grand Reserve Visa Signature)

**Winery BBQs:** \$85/person

**Sonoma Valley Harvest Wine Auction:** \$500/person (General), \$450/person (Visa Signature)

**\* Special Visa Signature Cardholder pricing and other benefits available at [www.SonomaWineCountryWeekend.com](http://www.SonomaWineCountryWeekend.com)**

## **About Visa Signature®**

Sonoma Wine Country Weekend is presented by **Visa Signature**, a premium consumer payment card bringing cardholders instant access to dozens of perks in addition to the points, miles, or cash back they may already earn. Cardholder perks include access to and discounts at Sonoma Wine Country Weekend, complimentary 24-hour concierge services to assist with travel and entertainment planning, exclusive hotel perks through the Visa Signature Luxury Hotel Collection, and much more. For complete information visit [www.visa.com/signature](http://www.visa.com/signature).

## **About MacMurray Ranch**

Nestled in the heart of the Russian River Valley, the historic MacMurray Ranch is home to award-winning Pinot Noir, Chardonnay and Pinot Gris. MacMurray Ranch crafts a collection of elegant, expressive wines from cool-climate vineyards in premier growing regions. Look for MacMurray Ranch at fine wine shops and dining establishments nationwide, or visit us online at [www.macmurrayranch.com](http://www.macmurrayranch.com).

## **About 2011 Sonoma Wine Country Weekend Sponsors and Beneficiaries**

A partnership **between Sonoma Valley Vintners & Growers Foundation** and **Sonoma County Vintners**, Sonoma Wine Country Weekend is California's premier wine, food and social event, taking place on Labor Day weekend each year. The events comprising Sonoma Wine Country Weekend have raised over \$10 million in support to local charities that benefit students, children, farm workers and people in need. The 2011 Sonoma Wine Country Weekend is presented by Visa Signature®. In addition to Visa Signature, Sonoma Wine Country Weekend sponsors include: TricorBraun WinePak, MacMurray Ranch®, Trilogy Glass & Packaging, Wine Spectator, Wall Street Journal, San Francisco Magazine, Cline Cellars and Jacuzzi Family Vineyards. For a complete list of beneficiaries and sponsors, please visit [www.SonomaWineCountryWeekend.com](http://www.SonomaWineCountryWeekend.com).

## **About Sonoma Valley Vintners & Growers Alliance and Foundation and Sonoma County Vintners**

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](http://www.SonomaValleyWine.com).

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. Learn more about SCV at [www.SonomaWine.com](http://www.SonomaWine.com).

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**Journalists:** High-resolution artwork is immediately available. For more information, to speak with an event representative or to inquire about press credentials for the 2011 Sonoma Wine Country Weekend please email or call **Lisa Adams Walter at (707) 255-0300 or [lisa@adamswalter.com](mailto:lisa@adamswalter.com)**. For more information visit [www.SonomaWineCountryWeekend.com](http://www.SonomaWineCountryWeekend.com), like it on Facebook at <http://www.facebook.com/winecountryweekend> and follow on Twitter at <http://twitter.com/SonomaWCW>.