



FOR IMMEDIATE RELEASE:

**SVVGA Offers Innovative Training Programs to  
Sonoma Valley Restaurant Wait Staff  
Hospitality Forum Will Promote Partnership Among Sonoma Valley Restaurant  
and Winery Professionals**

SONOMA, Calif. (April 13, 2006) – The Sonoma Valley Vintners & Growers Alliance (SVVGA) will host a Hospitality Forum and a Restaurant Wait Staff Training Program on Thursday, April 20, 2006 at the Lodge at Sonoma Renaissance and Spa. The Wait Staff Training program will educate Sonoma Valley restaurant professionals on the region's bounty, both in terms of cuisine and viticulture, and the Hospitality Forum, attended by winery personnel, will highlight ways to cross-promote wines, wineries and restaurants in the area. The Hospitality Forum will be from 2:30 p.m.- 4:00 p.m. and the Restaurant Wait Staff Training Program from 2:00 p.m.- 4:00 p.m.

Highlights of the forum and wait staff training include:

- The **Restaurant Referral Program**, which encourages winery tasting room managers to direct visitors to local dining establishments that offer their wines and underscore the many incentives available to all participants.
- The **Restaurant Wait Staff Training Program**, which provides wait staff at Sonoma Valley restaurants with a better understanding of the wines grown in the Valley, as well as pairing suggestions and sales tools to elevate sales from wine by the glass to wine by the bottle.

**Sonoma Valley Vintners & Growers Foundation Beneficiaries:** F.I.S.H., Hanna Boys Center, Kenwood Education Foundation, La Luz, Sonoma Community Center, Sonoma Ecology Center, Sonoma Land Trust, Sonoma Valley Community Health Center, Sonoma Valley Education Foundation, Sonoma Valley Hospital Foundation, Sonoma Valley Mentoring, Wilmar, Valley of the Moon Boys & Girls Club, and Vineyard Workers Services.

17964 Sonoma Highway, Sonoma, CA 95476 (707) 935-0803 FAX (707) 935-1947 [sonomavalleywine.com](http://sonomavalleywine.com)

“The Hospitality Forum and Wait Staff Training programs gives us an opportunity to bring together everyone in the Valley committed to the development and promotion of our wine and restaurant industries. The Training Program for restaurant wait staff will spotlight best practices and innovative sales and service techniques that can enhance a restaurants bottom line while promoting the sales of Sonoma Valley wines.” said Grant Raeside, Executive Director of Sonoma Valley Vintners and Growers Alliance. “The Hospitality Forum will give our wineries incentives to direct our wine consumers to local restaurants. We are confident that these programs will promote not only increased collaboration among wineries and restaurants, but also increased consumer awareness of the magnificent destinations and wines throughout the Valley.”

Both programs are complimentary for restaurant wait staff and winery hospitality and tasting room personnel. Seating is limited. Advanced registration is available by calling (707) 935-0803. The two programs will be followed by the Sonoma Valley Vintners and Growers Alliance members social, a great opportunity to mix and mingle with members. Wine and food will be served from 4:00-6:00 p.m.

For more information, please contact the SVVGA office at (707) 935-0803.

### **About the Sonoma Valley Vintners & Growers Alliance (SVVGA)**

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. It was formed in 1992 through a merger of the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association. Hundreds of vintners and growers are sharing a mission to promote Sonoma Valley wines and grapes, support cooperation and collaboration among vintners and growers, and develop community awareness of the industry. The annual Sonoma Valley Harvest Wine Auction is produced by the Alliance and has raised over \$5 million for local Charities over the last 13 years. For more information on the SVVGA, please call (707) 935-0803 or visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

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