



Save the Date: May 19th and 20th

**THE BIRTHPLACE OF CALIFORNIA WINE TO HOST
FIRST EVER PASSPORT WEEKEND**

“PASSPORT TO SONOMA VALLEY”

**Offers Unprecedented “Insider” Access to Some of Wine Country’s Oldest, Smallest and
Most Acclaimed Wineries and Vineyards**

SONOMA, Calif. (March 5, 2007) The Sonoma Valley Vintners & Growers Alliance (SVVGA) has unveiled plans for the highly anticipated, inaugural **“Passport to Sonoma Valley”** weekend scheduled for May 19th – 20th. This first of its kind, valley wide event will provide visitors rare access to the many “hidden gems” and seasonal activities of California’s oldest wine region. Passport holders will enjoy two days of world-class fun, food, music, wines and discounts not typically available to the public.

In making the announcement, SVVGA Executive Director Grant Raeside explained “Passport to Sonoma Valley provides a unique opportunity to go beyond the traditional tourist experience; to discover the people, places and wines that make Sonoma Valley one of the world’s great wine regions. This journey of discovery will take passport holders off the beaten path to tiny cult wineries not normally open to the public, to historic estates that ushered in the California wine industry and to VIP tasting bars for preferred access and pricing on select wines available only at the wineries.”

About “Passport to Sonoma Valley”

“Passport to Sonoma Valley” will take place May 19th and 20th from 11:00am – 4:00pm at over 40 participating Sonoma Valley wineries. Tickets can be purchased in advance through the SVVGA office and website (707-935-0803, www.sonomavallywine.com) or at participating wineries on the day of the event. Advanced ticket prices are \$50/weekend, \$45/day and \$10/designated driver. Tickets purchased at the event are \$60/weekend and \$55/day. On the day of the event, ticket holders needing to check in and receive their commemorative wine glass, as well as non ticket holders wishing to purchase tickets can do so at one of three designated locations: Viansa Winery at the southern entrance to the valley, St. Francis Winery to the north or Sebastiani Vineyards & Winery in the town of Sonoma.

Passport to Sonoma Valley ticket holders will receive:

- Commemorative wine glass
- Unlimited wine tasting at over 40 wineries
- Preferred access to pre-release, library and winery-only wines
- Special pricing on select wines
- Discounts and/or waived corkage on Sonoma Valley wines at participating restaurants
- Entry into grand prize drawing for Sonoma Valley Weekend Getaway Package
- Gourmet food pairing
- Live music
- Tours
- Activities
- Wine Education

Participating Wineries and Restaurants

California's wine industry was born in the Sonoma Valley more than 100 years ago, established by immigrants who recognized the natural abundance the land brought forth. Their early efforts took root and evolved into today's thriving wine industry, which is as diverse as the grapes grown here. Among them are the first ever Hispanic and African American-owned wineries, a healthy percentage of women in all aspects of the industry, including ownership, and large and small operations, each pursuing their dream in their own way. Many of the world's finest wines are grown in this fecund and generous valley by winemakers who share the same independent spirit and love of the land as their predecessors.

More than 40 wineries will be participating in the first annual "Passport to Sonoma Valley" weekend including:

- BR Cohn Winery, recent sweepstakes winner at the San Francisco Wine Competition
- Sebastiani Winery, celebrating the 100 year anniversary of its famed Cherry Block Vineyard
- Robledo Winery, the first Hispanic owned winery and tasting room in North America
- Muscardini Cellars and Ty Caton Vineyards, celebrating their newly opened tasting room.

Many of Sonoma Valley's premier destination restaurants will wave corkage fees on Sonoma Valley wines during the two day "Passport to Sonoma Valley" weekend. The following are just a few of the participating restaurants:

- Sonoma Meritage
- the fig café
- the girl and the fig
- Santé Restaurant
- Carneros Bistro & Wine Bar
- Deuce
- Wolf House
- The Red Grape
- Cal-Italia Restaurant

Note: As winery and restaurant participation is confirmed further information will be released. A full list of participating members will be posted to the SVVGA website in advance of the event date.

About the Sonoma Valley Vintners & Growers Alliance (SVVGA)

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. Hundreds of vintners and growers share a mission to promote Sonoma Valley wines and grapes, support cooperation and collaboration among vintners and growers, and develop community awareness of the industry. For more information on the SVVGA, please call 707-935-0803 or visit www.sonomavalleywine.com.

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