



FOR IMMEDIATE RELEASE:

SVVGA Holds 2006 Quality Conference

Panel of Industry Experts and Keynote Speakers Educate Vintners and Growers at Annual Viticultural Event

SONOMA, Calif. (March 6, 2006) – The Sonoma Valley Vintners & Growers Alliance (SVVGA) will host the 2006 Quality Conference on Tuesday, March 14, 2006 from 8:00 a.m. – 1:00 p.m. in the Sonoma Ballroom at the Lodge at Sonoma Renaissance and Spa. This annual viticultural event focuses on site specific wine and winegrowing in the four Sonoma Valley appellations – Sonoma Valley, Bennett Valley, Carneros and Sonoma Mountain – and educates vintners and growers on the state of the wine industry and issues such as sustainable practices, environmentally responsible farming and soil quality. Highlights of this year’s conference include the 2005 Viticulture Review Forum led by Mark Greenspan of Advanced Viticulture, LLC, Ned Hill of Parmelee-Hill Wines & Vineyards and Diane Kenworthy of Ravenswood Winery, and a Zinfandel-focused viticulture and sensory review and wine tasting.

Keynote speakers from Stanford University and the University of California, Davis will lead the conference’s dissertation and technical briefing sessions: “How Environmental Conditions and Management Influence Wine Grape Quality at the Vineyard Scale in Sonoma and Napa” led by Kim Nicholas Cahill, and “Benefits and Limitations of Treatment, Testing and Identification Methods Used to Evaluate Grape Materials for the Quarantine, Registration and Certification Programs” led by Susan Nelson-Kluk.

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

Additional conference topics include a discussion on alternative wine grape contracts led by Rick van Duzer of the law firm Farella, Braun & Martel, and a presentation by Sonoma County Grape Growers Association Executive Director Nick Frey on the important role of the Sonoma County Grape Commission.

Tickets for the 2006 Quality Conference cost \$55 in advance or \$70 at the door for SVVGA members and \$80 for non-members. Seating is limited and advance registration is available online at www.sonomavalleywine.com or by calling (707) 935-0803. 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 \$4 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.

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