



Sonoma Valley Vintners & Growers Alliance Fact Sheet

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Organization Description: 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. The purpose of the SVVGA is to promote Sonoma Valley wines, grapes and the Sonoma Valley appellation while fostering cooperation among Sonoma Valley vintners and growers and the local community. The Alliance works to promote the importance of the wine industry to the local economy and to ensure a healthy social and political environment conducive to grape growing the wine making. The SVVGA currently represents 73 vintners and 166 grape growers in the Sonoma Valley.

Location: Sonoma Valley is located just 45 minutes north of San Francisco on Highway 12. Bordered by the Mayacamas to the west and the Sonoma Mountains to the east, the 17-mile long valley is one of 12 regions within the greater Sonoma County area. Sonoma Valley begins in the north at the edge of Santa Rosa and extends 17 miles south to the Carneros area, encompassing the towns of Sonoma, Glen Ellen and Kenwood.

Wine: The birthplace of the California's wine industry, Sonoma Valley's first vineyards date back to 1824, planted by Franciscan mission fathers. The region is home to more than 73 wineries, which produce 25 types of wine, totaling five million cases a year. A prime grape growing region with 13,000 acres of premium wine grapes, the valley includes four official wine appellations: Sonoma Valley, Sonoma Mountain, Carneros and Bennett Valley.