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SONOMA VALLEY TO ALIGN ITSELF WITH SAN FRANCISCO

Sonoma Valley Vintners and Growers Alliance is launching a campaign to promote tourism resources and further brand Sonoma Valley to San Franciscans

Sonoma, Calif. (April 19, 2007) The Sonoma Valley Vintners and Growers Alliance (SVVGA) is reaching out to the San Francisco community and tourism entities to promote awareness of Sonoma Valley and everything it has to offer its visitors. SVVGA is releasing a new marketing campaign with the slogan, "Sonoma Valley: San Francisco's favorite wine country." The campaign highlights the proximity of the wine region to San Francisco and the preference many San Franciscans feel for the personable wine country experience Sonoma Valley offers.

The SVVGA hosted an event on April 19 to release the new marketing campaign and highlight Sonoma Valley's diversity and quality of wines, food, lodging and transportation. In attendance were representatives of the San Francisco Convention and Visitors Bureau and other San Francisco based tourism entities. Wineries represented included Chateau St. Jean, Cline Cellars, Gloria Ferrer, Gundlach Bundschu, Kunde Estate Winery and Vineyards, Landmark Vineyards, Nicholson Ranch, Robledo Family Winery and VJB Vineyards and Cellars.

While other areas are more heavily trafficked, Sonoma Valley remains a haven for those in the know. SVVGA is promoting tourism in the region through consumer events such as Passport to Sonoma Valley, a new event scheduled for May 19-20, 2007. Grant Raeside, Executive Director of SVVGA states, “Every winery has a different character and I think that is what sets Sonoma apart from any other region. What we want to emphasize to people is that every winery has this incredible character or feeling. Passport to Sonoma Valley gives wineries the opportunity to express who they are – it’s not always just about the wine but the feeling you get when you walk through the doors of the winery.”

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique 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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If you would like more information about this topic or to schedule an interview with Grant Raeside, please call Julia Barg at 707-935-0803 or email julia@sonomavalleywine.com.