



**JUST IN TIME FOR THE HOLIDAYS
Sonoma Valley Vintners & Growers Alliance
Gifts Sonoma Valley Wineries with New Visitor Map**

Limo-Driven SVVGA Santas Delivered the New Maps to Valley Wineries on December 18th

Sonoma, CA (December 19, 2008) Sonoma Valley Vintners & Growers Alliance (SVVGA) Executive Director, Grant Raeside, has unveiled the organization's first-ever Sonoma Valley Winery Map (view at www.sonomavalleywine.com). In addition to highlighting the visitor hours, locations and websites of the SVVGA's 80 member wineries, the new, user-friendly map includes a schedule of Sonoma Valley's annual farm-to-table food and wine events including: **Holiday in the Vines, VINOLIVO , Passport to Sonoma Valley and Sonoma Wine Country Weekend.**

"We're very excited" noted Raeside, "at the potential for this map to boost year-round visitorship to the valley. We plan on promoting it heavily throughout the Bay Area and beyond through our website, concierge program and email blasts as part of our ongoing commitment to making Sonoma Valley *the* premier wine country destination".

In keeping with the holiday spirit, the maps were distributed to member wineries on December 18th by several Santa hat-wearing members of the SVVGA staff who made their rounds in style courtesy of **Pure Luxury Limousine**. In addition to the local wineries, the complimentary maps will be distributed at 190 locations throughout the greater Bay Area and Sacramento. The new map will also be a mainstay of the SVVGAs Concierge Program and will be included in the weekly email blast newsletter sent to 220 Bay Area concierges and their staff.

"After 17 years of working closely with our local wineries," noted Pure Luxury CEO Jennifer Buffo, "we are thrilled to be a part of distributing the SVVGA's first ever comprehensive Sonoma Valley Winery Map."

The inaugural printing of 100,000 11 x 17 full color maps was donated by SVVGA sponsor **W.S Packaging Group** of Sonoma, whose Regional Sales Manager Tom Deegan said "As a supplier of labels and packaging to the wine industry for over 30 years, we are pleased that we have been able to assist the Sonoma Valley Vintners and Growers Alliance with the creation of the Sonoma Valley winery map. We have enjoyed participating in the growth of the region and felt that sponsoring the map is a great way to thank our partners for all of their support over the years, while at the same time contributing to the creation of an item that will help fuel all of our future growth."



We're incredibly grateful," said Raeside, "for the generous support of WS Packaging and Pure Luxury as well as all of those who committed their time and efforts to making this map a reality."

About WS Packaging Group

WS Packaging Group, Inc. has more than 40 years of experience and is one of the largest printing and label converting operations in North America. They have been helping winemakers successfully position and promote their brand on the shelf for over 30 years and have been recognized with several awards in the wine label category. Among major wine label printers, WS Packaging is the only printer who offers flexographic, lithographic and digital printing process capabilities coast-to-coast, bringing solutions closer to their customers.

About SVVGA Annual Events

Each year, the Sonoma Valley Vintners and Growers Alliance partners with local wineries, growers, restaurants and hospitality providers to produce four signature events designed to raise awareness and appreciation for the beauty and bounty of Sonoma Valley. The events include: **Holiday in the Vines, December 1st -31st**; **VINOLIVO, February 13th**; **Passport to Sonoma Valley, May 16th -17th**; and **Sonoma Wine Country Weekend, September 4th -6th (Labor Day Weekend)**. For more on these events, visit www.sonomavalleywine.com or call 707-935-0803.

About SVVGA

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit organization that has raised over \$8,000,000 for local Sonoma Valley charities through Sonoma Valley Wine Country Weekend. To learn more about the SVVGA and SVVGF, visit www.sonomavalleywine.com or call 707-935-0803.

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