



UPDATE: SONOMA WINE COUNTRY WEEKEND PRESENTED BY VISA SIGNATURE®, SEPTEMBER 3-5

Seats for Exclusive Winemaker Hosted Lunches and Dinners Selling Out Quickly
Amid Brisk Overall Ticket Sales

Sonoma, Ca (July 7, 2010.) Only a month after tickets to the highly anticipated **Sonoma Wine Country Weekend** (www.SonomaWineCountryWeekend.com) went on sale to the public, the event's coveted Winemaker Lunch and Dinner Series, presented by Caliber WinePak, is already selling out. This is amid overall ticket sales that are well ahead of last year's pace. Event producers view the trend as particularly good news in the face of the current economic climate and as an indication of the popularity this annual three day harvest celebration that combines two of Sonoma County's most prestigious wine and food events - the **31st Annual Taste of Sonoma at MacMurray Ranch®** and **18th Annual Sonoma Valley Harvest Wine Auction Presented by Trilogy Glass & Packaging®** at Cline Cellars - with a series of intimate winemaker-hosted lunches and dinners. In all, more than 200 acclaimed vintners, growers and chefs will take part in **Sonoma Wine Country Weekend**, which to date has raised more than \$10 million for local charities. Attendees are encouraged to come for the weekend and enjoy the entire slate of events, or pick their favorite event or two and come for a day. Tickets are on sale now at www.SonomaWineCountryWeekend.com. Visa Signature cardholders receive special savings and event perks when they use their card to purchase tickets.

"Ticket sales have been incredible," said Event Producer **Maureen Cottingham** "We're outpacing last year's sales for both Taste of Sonoma and the Sonoma Valley Harvest Wine Auction, and several of our winemaker lunches and dinners, including those at **Chalk Hill Estate, Hanzell Vineyards** and **Sbragia Family Vineyards** are already sold out. Seating for the remaining lunches and dinners is extremely limited, and we are encouraging those who wish to attend to purchase their tickets as soon as possible."

Taking place over Friday and Saturday of Sonoma Wine Country Weekend, the Winemaker Lunch and Dinner Series presents a rare opportunity to enjoy an intimate dining experience paired with exclusive wine offerings at the winery or private home of Sonoma County's top vintners. For a full

list and description of the winemaker lunches and dinners as well as the complete schedule of the weekend's events, visit www.SonomaWineCountryWeekend.com .



About Visa Signature®

The 2010 Sonoma Wine County Weekend is presented by Visa Signature. Visa Signature cardholders will receive exclusive savings and perks throughout the event. From benefits that save time to benefits that help to safeguard purchases, Visa Signature helps cardholders get the most out of life. Visa Signature offers cardholders a range of benefits and perks, in addition to a number of rewards programs that may be offered by Visa Signature partners, such as airline, hotel and cash back programs. Visa Signature cardholders enjoy complimentary concierge services, the Visa Signature Luxury Hotel Collection, complimentary wine tastings at more than 60 Sonoma County wineries year-round, and premium merchant offers, as well as preferred access and seating at epicurean events, premier concerts, Broadway shows, and sporting events such as the Olympics and FIFA World Cup™. For more information about Visa Signature, visit www.visa.com/signature.

About Sonoma Valley Vintners & Growers Alliance and Foundation

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, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over \$8,000,000 for local Sonoma Valley charities through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit www.SonomaValleyWine.com.

About Sonoma County Vintners

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 175 wineries of all sizes throughout the county. www.SonomaWine.com.

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