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SONOMA'S WINEMAKING COMMUNITY USES FAMILY TRADITION TO HELP LOCAL CHARITIES AT SONOMA FAMILY STYLE BENEFIT & GALA

Top Local Chefs Use Winemaker Family Recipes to Raise Funds for Families in Need

June 14, 2007 – Santa Rosa, CA: On Friday, July 13 the Sonoma County Vintners and Sonoma County Vintners Foundation will launch Sonoma Family Style Benefit & Gala at the Kendall-Jackson Wine Center. This landmark event brings together local winemaking families and renowned chefs to create a new twist on a traditional family dinner and raise funds for local charities. Using treasured family recipes as inspiration, each chef created a distinctive menu to be paired with top wines specially chosen for the evening by the more than 50 winemakers attending.

One hundred percent of the proceeds from the evening will benefit three organizations that provide services to support Sonoma County families: Redwood Empire Food Bank, helping to feed the families of Sonoma; Boys and Girls Clubs of Cloverdale, Healdsburg, Windsor and Petaluma, seeking to guide and support Sonoma's next generation; and Santa Rosa Junior College Foundation, providing educational opportunities for local youth. David Goodman, Executive Director of the Redwood Empire Food Bank comments, "Gathering together to share a meal is one of the most important family rituals, and the community spirit of Sonoma Family Style honors that and helps ensure other less-fortunate families can share their own meals. It's a great event for a great cause."

Six prominent Sonoma winemaking families – Schug, McWilliams (Arista), Hanna, Seghesio, Jackson, and Bertran (Gloria Ferrer) – have shared their family recipes and culinary roots with celebrated local chefs – John Ash, Duskie Estes & John Stewart (Zazu), Jonathan Waxman (West County), Jon Helquist (Seghesio Executive Chef), Josh Silvers (Syrah), and Mark Stark (Willi's Wine Bar) – to create six unique menus that will be served 'family style' for guests to enjoy.

Guests will be seated at intimate tables of twelve, each hosted by a Sonoma County winemaker or vintner who will share their wines and their stories. The unforgettable evening begins with sparkling wines at sunset, as guests peruse the Big Bottle Bid, a silent auction with more than 75 large-format bottles of rare and hard-to-find wines, each signed by the winemaker. This perfect dinner will be followed by an enchanting evening of live music, dancing under the stars, and an outdoor port and cigar bar presented by *Wine Spectator*.

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"We are proud to open the Sonoma County Showcase Weekend of Wine & Food with a creative fundraising dinner that celebrates the county's wine and food making roots while honoring family traditions," comments Honore Comfort, the Vintners' Executive Director, "in order to give back to our community and support families in need."

Tickets for Sonoma Family Style are \$350 per person, and reservations are limited. Sonoma Family Style is part of the Sonoma County Showcase Weekend of Wine and Food, four days of fantastic wine and food presented by world-renowned winemakers and Sonoma's top chefs. For more information, visit www.sonomawine.com/showcase or call 800-939-7666.

The 2007 Sonoma County Showcase Weekend of Wine & Food is presented by Visa Signature, whose cardholders will receive exclusive benefits throughout the event. Premier sponsors of Showcase are Southern Wine & Spirits of California and Land Rover. Major sponsors are Acqua Panna, San Pellegrino, Macy's, the Sonoma County Winegrape Commission, and Caliber WinePak. National media partners are Gourmet, Wine Spectator, The Wall Street Journal, and epicurious.com, winecountry.com. Vintner sponsors are Gallo Family Vineyards, MacMurray Ranch, Matanzas Creek Winery, Rodney Strong Vineyards, and Stonestreet Alexander Mountain Estate. Supporting sponsors are American Ag Credit, Weber, Silicon Valley Bank, KJZY, KZST, Napa / Sonoma, the American Lamb Board, Tommy Bahama, and the Sonoma County Tourism Bureau.

The event is produced by Sonoma County Vintners, the leading voice of Sonoma County wine, dedicated to increasing awareness and improving the quality image of its wines to consumers, media, and trade locally and globally. With almost 65,000 vineyard acres planted among the county's 13 American Viticultural Areas (AVAs), Sonoma County is considered one of the world's premier winegrowing regions, producing an unparalleled range of varietals and wine styles. SCV has promoted this diversity and quality since 1944, and currently represents more than 150 member wineries. For more information on the wines and wineries of Sonoma County, visit www.sonomawine.com.

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