



Contacts: Susannah Gregory / Emily Santos  
Lou Hammond & Associates  
Tel: (212) 891-0246 / (212) 891-0241  
E-mail: [susannahg@lhammond.com](mailto:susannahg@lhammond.com) / [emilys@lhammond.com](mailto:emilys@lhammond.com)

Larry Levine  
Sonoma County Winegrape Commission  
Tel: (707) 522-5863  
[larry.levine@sonomawinegrape.org](mailto:larry.levine@sonomawinegrape.org)

## **SONOMA COUNTY WINEGRAPE COMMISSION ANNOUNCES** **SONOMA COUNTY VINEYARD ADVENTURES**

*-Self-Guided Vineyard Tours Allow Up Close and Personal Access to the Vine-*

SANTA ROSA, CA, Dec. 31, 2009 – The New Year will bring a new opportunity for visitors to experience Sonoma County's renowned wine country in an up-close and personal way. On January 1, 2010, [Sonoma County](#) will debut new self-guided vineyard tours, allowing visitors to experience one of the world's premier wine regions in an educational and insightful way. Developed by the [Sonoma County Winegrape Commission](#) (SCWC), the new **Sonoma Vineyard Adventures** are currently being offered at four wineries including **Mantanzas Creek Winery** (Bennett Valley), **Paradise Ridge Winery** and **Balletto Vineyards** (Russian River Valley) and **Mauritson Family Winery** (Dry Creek Valley).

"The experience we offer with Sonoma Vineyard Adventures is one that captures the most important piece of our Sonoma County story -- our geographic diversity and indigenous bounty," said Larry Levine, vice president of marketing and communications of the Sonoma County Winegrape Commission. "We're about making the wine experience more approachable and allowing our guests in the vineyards let's them see and experience how great grapes our grown."

Whether traveling as an experienced wine connoisseur, or for a relaxing romantic getaway, visitors will gain an in-depth understanding of the grape-growing process by exploring the vineyards and tasting the same wine cultivated there. Each tour, less than a mile in length, is designed for all ages to enjoy. Guests will receive a detailed guide of each vineyard with points of interest that are clearly marked along the route.

Sonoma Vineyard Adventures are free and available to the public year-round. Tasting fees may apply. The 2010 pilot program will gradually expand to include additional wineries in the coming years. For more information, please visit [www.SonomaVineyardAdventures.com](http://www.SonomaVineyardAdventures.com).

### **~ Sonoma County Wine, Grapes and Tourism ~**

Sonoma County, California, located just 30 miles north of San Francisco, offers world-class wines from over 350 wineries in 13 designated wine regions, cuisine featuring locally grown and artisan products, and destination resorts including 40 spas and 21 golf courses. It is the birthplace of premium California wine more than 150 years ago. As leaders in sustainable farming, a majority of the 62,000 total vineyard acres follow the California statewide guidelines. Family heritage,

community and dedication to the land are what make Sonoma County a friendly first-rate wine and food destination.

[www.sonomacounty.com](http://www.sonomacounty.com) –*Sonoma County Tourism Bureau*  
[www.sonomawinegrape.org](http://www.sonomawinegrape.org) –*Sonoma County Winegrape Commission*  
[www.sonomawine.com](http://www.sonomawine.com) –*Sonoma County Vintners*

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