



IN THE NEWS

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TURNING UP THE "BUZZ", A PR PUSH FOR THE RRVW

By Korinne Munson*, RRVW PR Consultant

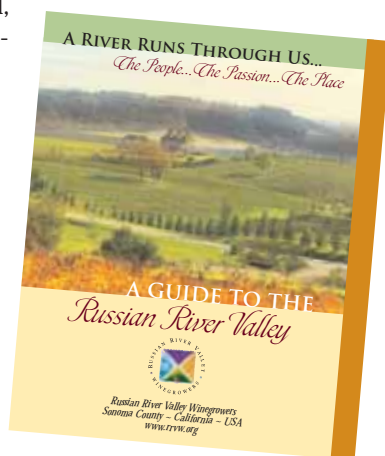
So much is going on right now in the Russian River Valley. Thanks to the recent hit movie Sideways, pinot noir is hotter than ever. Development in downtown Healdsburg and Windsor is booming and will inevitably attract even more attention and visitors to our appellation.

The conditions are right, and with a few strategic PR efforts we should be able to greatly increase the awareness of the Russian River Valley to consumers, press and trade.

Working closely with the RRVW Marketing committee we have already started to ramp up a more assertive PR push to the press and consumers these first three months of 2005.

This year's plan is already in full-swing. In February, Mauny and I hosted a dinner at Zazu Restaurant for a group of eight European journalists brought to the region by the Sonoma County Wineries Association; a press-tasting of RRV '03 pinot noir is planned for June 16th (read more in the following article); and a press release accompanied by our updated 2005 print piece "A River Runs Through Us: A Guide to the Russian River Valley" will be mailed to 2,000 food, wine and travel press in mid-April. The guide is a great tool and we want to spread the word that it is available to consumers as well as use it as a vehicle to interact with the press.

*Note from Mauny:
For those of you who have not met Korinne, RRVW's part time PR consultant, we hope over the next few months you'll have an opportunity to come into contact with this high energy, PR phenom! Korinne volunteered on the RRVW Marketing Committee last year while was working as the Director of Marketing at J Winery & Vineyards. She now heads up her own San Francisco-based PR firm, Munson Marketing. Her previous experience was with Clicquot Inc. in New York, on brands including Champagne Veuve Clicquot and Bouchard Pere et Fils from Burgundy. She is an enthusiastic supporter of all things Russian River Valley, and she brings with her far-reaching and important contacts in the wine press. We are thrilled to have her as a member of "Team RRVW"!



TOAST THE TENTH - 10TH ANNUAL GRAPE TO GLASS

by Judy Groverman Walker

Join us as we "Toast the Tenth" at the 10th Annual Grape to Glass, August 19-21, 2005. This is the Russian River Valley Winegrower's annual consumer event that showcases the Russian River Valley while educating our consumer.

This year we have made some changes to the event – expanding on what worked and adding in some new twists.

The event begins on Friday, August 19 with a leisurely bike ride through the Russian River Valley followed by a "Magical Mystery Bus Tour". The bus tour makes three stops along the way for some wine, some food and some information before ending at MacMurray Ranch for a Salmon Bake Barbecue and movie, ("The Happiest Millionaire" starring late actor Fred MacMurray), under the full Russian River Valley moon. Saturday will feature tours at vineyards and wineries throughout the appellation followed by the "Hog in the Fog" backyard barbecue featuring "Bubbles" the pig. We hope to have all of our member wineries represented and pouring their RRV wines at the tasting reception, there will be a silent and live auction and artists from the Sonoma County Cultural Arts Council will display their work. Sunday completes the weekend with a brunch and some croquet at Sonoma-Cutrer featuring Charlie Palmer as our guest speaker.

We are excited about how this year's event is coming together – but still have many areas that could use some help. We hope that you will step forward and volunteer help us as we plan for this big event as we celebrate 10 years of Grape to Glass. Please contact Judy Walker at 521-2535 or 953-3909 for more information or if you can assist in any way.

MEMBER'S SEMINAR - DON'T MISS THIS ONE

Thursday, April 21 is the date of the first Member's Seminar of the year and should be of great value to all members. Meet Lex McCorvey, the Executive Director of the Sonoma County Farm Bureau who will speak regarding the "GMO Initiative ... Exposing the Myths of GMO's" and how it will affect you. Then enjoy an amazing demonstration by Getty Pollard, President of B-1RD and learn about "Vineyard Falcon Crop Protection ... Learn How Falcons Can Help Save You Crop and Money". The seminar will be at Dutton Ranch at 10717 Graton Road, Sebastopol and it begins at 10 a.m. followed by a Dutton-style barbecue lunch. Bring a bottle of RRV wine to share. This seminar is free to members and sponsored by Great American Insurance. See enclosed flyer to RSVP.



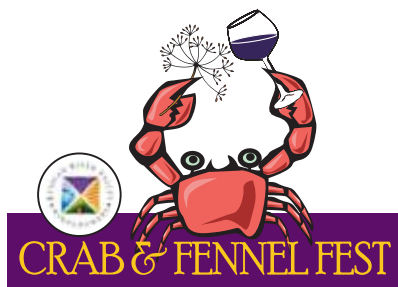
SUCCESS! - THE 2ND ANNUAL CRAB & FENNEL FEST

by Judy Groverman Walker

I am happy to report it was an evening of great success! Saturday, March 5th was the 2nd Annual Crab & Fennel Fest at the Sonoma County Fairgrounds Hall of Flowers, purposely planned during the Russian River Wine Roads Barrel Tasting weekend. The event sold out at 750 guests who cracked almost a ton of crab, quaffed close to 40 cases of Russian River Valley wine and devoured a dozen chaffing dishes of pasta. What a night!

One of the goals of this event is to attract consumers from out of the area, which is the primary reason we choose Barrel Tasting weekend. We were very successful in that we had 141 consumers representing 21 different states and another 283 consumers from outside of the county. In addition to showcasing Russian River Valley wines we made approximately \$23,000 profit to help us as we continue to market Russian River Valley wines.

Thank you go out to Mauny Kaseburg, Anne Marie Przyblyski and Korinne Munson for all of their help in putting the event together along with the RRVW Board of Directors and Hector Bedolla's crew. And we could not have been such a success without all of the RRVW member volunteers that worked the wine bar, the entrance, the auction, the merchandise tables and just about anywhere else we needed assistance. Thanks also to the great high school servers from El Molino Culinary Arts Program, the Piner Culinary Arts Program, the Windsor Business Core and the hard working Rose Valley Chapter #33. Mark your calendars now for the 3rd Annual Crab & Fennel Fest on Saturday, March 4, 2006.



EUROPEAN PRESS DINNER AT ZAZU

CHEERS, SKAAL, ZUM WHOL, NA ZDROWIE AND A VOTRE SANTE!

by Korinne Munson

On February 8th, the RRVW hosted a group of international press for dinner and Russian River Valley wines at zazu. Steve Burns and the Sonoma County Wineries Association were hosting the press-trip, and were kind enough to include the RRVW in their agenda for the week. The journalists from London, Belgium, Sweden, Denmark, Germany and Poland, represented publications including the BBC "Good Food" magazine in London, Sweden's

largest daily newspaper and Elle magazine (Polish edition).

Duskie Estes and John Stewart from zazu created an incredible meal to complement wines from our member wineries De Loach,



Foppiano, Inman Family, MacMurray, Joseph Swan, Rodney Strong and Seghesio that currently export to the European countries that were represented on this press trip.

It was a fantastic evening and we all learned at least one very important phrase in every language that night: Cheers (UK of course), Skaal (Sweden & Denmark), Zum Whol (German), Na zdrowie (Polish), Sante (Belgian).



APPELLATION COMMITTEE REPORT

by *Merry Edwards*

Our Petition to Amend the Existing Boundary Lines of the Russian River Valley AVA was published in the Federal Register on January 31st. The public comment period for the Proposed Rule is 60 days and thus will be completed on March 31st. At the end of this time period, the Treasury Department will make a Final Ruling on the Petition based upon their evaluation of the comments received. As of the date of this newsletter only positive letters of support have been received.

The Final Ruling will then be published with an effective date some 60 days after that. This step means that our petition will have completed the final, formal legal step to make the expanded AVA a reality. An estimation of this time frame gives us hope that prior to harvest, the newly aligned RRV AVA will be a reality.

Our attorney, Bill Weir, & I will be in contact with the TTB at the beginning of April to insure that the agency is focusing on the need of our RRVW membership to have the Final Ruling process completed in a timely manner.

POPPING THE CORK ON THE '03 VINTAGE

by *Korinne Munson*

On Thursday, June 16th, the RRVW will host a media tasting of '03 pinot noirs at DeLoach Vineyards. Working with the generous input of Jeremy Benson (Benson Marketing) the tasting is for a target group of fifteen significant press people. The objective is to provide an overall profile of Russian River Pinot Noir from the '03 vintage. Thirty-two wines will be tasted in four flights of eight, two flights before lunch, two flights after lunch. Although participating wineries will not be present for the tasting, a four person panel consisting of RRVW members will comment briefly on general appellation topics (soil, weather conditions, farming techniques, etc) as well as answer questions from the press on these topics. There will also be a binder produced with tech sheets for each of the wines.

By the first week of May, be on the lookout for an application and instructions on how to submit your RRV '03 pinot noir for this tasting. Wines must be RRV designate only and submitting wineries must be "members in good standing" of the RRVW. A submission date will be given in this paperwork and to be as fair as possible, wines will be accepted on a "first come, first served basis." When we hit 32 submissions the list will be closed. For more information contact the RRVW office at 707-521-2534.

SCGGA APRIL IPM MEETINGS

The Sonoma County Grape Growers Association is hosting Integrated Pest Management meetings in April. Open to all Sonoma County grape growers, the meetings will cover such topics as vine mealybug update, grape mealybug, powdery mildew, sharpshooter pressures & weed control. PCA/PCO credit hours will be available.

Laura Breyer, PCA, will lead pest identification training for those interested, followed by a general IPM discussion. Please bring your vineyard pests in a plastic bag for the group to analyze and invite your grower neighbor to come and talk about grape growing with us.

Tuesday, April 12 will be the date of the Russian River area meeting at the Laguna Ranch Vineyard, 2043 Laguna Road in Santa Rosa at 9:00 a.m. For more information and directions to location call the SCGGA 707-206-0603 or e-mail ipm@scgga.org.

GLASS-WINGED SHARPSHOOTERS

Yellow sticky traps can be used to detect the presence of GWSS in the field. These are the same types of traps used to monitor Blue-Green Sharpshooter (BGSS). GWSS are stronger insects than BGSS and may be able to free themselves from traps that are not sticky enough or large enough. UC researchers who have conducted field trials involving GWSS prefer larger traps such as the 5.5" x 9" AM panel traps that contain a thick layer of "stickem."

Place traps on vineyard edges that are adjacent to habitats that contain a diversity of plant types. This would include riparian habitats, commercial nurseries and landscaped areas found near wineries, houses, urban boundaries, schools, etc. Traps should be hung or attached to a stake at the height of the plant canopy. A roll of yellow sticky tape is very good for detection purposes because of the increased area it can cover; however it usually loses its stickiness before card traps do. All traps must be replaced when they are no longer sticky.

Check traps and tapes weekly. If you find a suspicious insect, fold the trap with the sticky sides in (but don't let the two sticky surfaces touch), secure it with a rubber band and take it to the County Agricultural Commissioner's office or the UC Cooperative Extension office. Alternatively, you can carefully cut out a small part of the tape that contains the insect and place in a bottle or bag.

Your routine reading of sticky trap monitoring and reporting results will help the Agricultural Commissioner and his staff in monitoring for the presence of GWSS to Sonoma County. You can e-mail ipm@scgga.org with your fax number if you would like a list of area retailers for sticky trap supplies. Or you can purchase Sticky Traps from Seabright Labs (510)-655-3126 or visit their website at www.seabrightlabs.com



SAVE THE DATE!
10th Annual
Grape to Glass
August 19-21, 2005



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| April 12 | SCGGA IPM Meeting at Laguna Ranch Vineyard
2043 Laguna Road, Santa Rosa call SCGGA for more info at 707-206-0603 |
| April 21 | Member Seminar - Exploring Myths of GMO's & Falcons for Crop Protection 10 am at Dutton Ranch call RRVW at 521-2534 to RSVP |
| April 21 | RRVW Board of Directors Meeting - 2 pm at Dutton Ranch
10717 Graton Road, Sebastopol |
| May 18 | SCGGA Annual Meeting & Trade Show at the Grace Pavilion,
Sonoma County Fairgrounds call SCGGA for more info at 707-829-3963 |
| May 19 | RRVW Board of Directors Meeting - 2 pm at RRVW Office
3351 Slusser Road |
| June 10-12 | Food & Wine Magazine Classic at Aspen
Call the RRVW office at 707-521-2534 for more info |
| June 11 | SRJC Agstravaganza honoring Richard & Saralee Kunde
Please call the SRJC Foundation at 707-527-4348 |
| June 16 | 2003 Pinot Noir Tasting at De Loach Vineyards - details to follow |
| June 18 | Wine Library's Sonoma Odyessey at Richard's Grove & Saralee's Vineyard
Contact the Wine Library at 707-837-8145for more info |
| July 14-16 | Sonoma County Wineries Association Showcase
Call 707-586-3795 for more info |
| August 19-21 | 10th Annual Grape to Glass Weekend |
| November 16 | Food & Wine Magazine Chicago Entertaining Showcase
Call the RRVW office at 707-521-2534 for more info |