



IN THE NEWS

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FESTIVE ENDING TO 2006 AT THE FOOD & WINE ENTERTAINING SHOWCASE CHICAGO 2006

By Mauny Kaseburg, Marketing Manager

The end of the RRVW 2006 Marketing Program came to a festive finale when four RRVW member wineries represented the Russian River Valley at the lively, elegant Food & Wine Entertaining Showcase in Chicago on the evening of Wednesday, November 15. The event, sponsored by Food & Wine Magazine, took place at the Museum of Contemporary Art on Chicago's "Miracle Mile" and attracted approximately 1,000 high-end Chicago consumers, press and restaurateurs. The four Russian River Valley wineries – Lynmar, Hook & Ladder Vineyards and Winery, Davis Family Vineyards and J Vineyards & Winery – poured their award winning wines to this very appreciative and enthusiastic crowd, while over twenty of Chicago's best restaurants – including Moto, Alinea, Blackbird, Vie and North Pond – sampled their stellar cuisine. The RRVW tables were positioned to greet the crowd at the entrance to the patio tent, the RRVW banner displayed prominently.



Hugh Chappelle of Lynmar, George Bursick of J Vineyards & Winery, Brian Duncan of Bin 36, Chris Grdovic of Food & Wine Magazine, Guy Davis of Davis Family, and Michael De Loach of Hook & Ladder.

The RRVW wineries were the centerpiece for the only wine seminar featured that evening. Festive Pairings with Russian River Valley Wines was moderated by Brian Duncan, Wine Director of BIN 36 in Chicago, a veritable "rock star" in the national wine scene and the most respected wine expert in the Windy City. The unique food and wine pairing featured four tastings of dishes selected by Brian to be matched with wines from the participating



Appetizers prepared by Wolfgang Puck Catering for pairing with the wines.

four RRVW winery members. The 56 attendees were seated classroom style with an imaginative, elegant culinary presentation executed by Wolfgang Puck Catering and underwritten by Food & Wine Magazine. Attendees also received an RRVW produced "Tasting Notes" booklet that included an overview of the RRV, background of the RRVW, bios of all the speakers, tech sheets of the wines, recipes and a pull out Vestra map.

This 45 minute seminar featured a wide range of Russian River Valley Wines. J Vineyards & Winery's VP of Winemaking, George Bursick, kicked off the tasting with a 2001 Brut, "J" Vineyards & Winery paired with Lobster and Shrimp Pot Pie with potatoes, peas, carrots and pearl onions. George was

followed by Lynmar's Hugh Chappelle, Director of Wine, who introduced a 2004 Quail Hill Vineyard Pinot Noir matched with Roasted Halibut with White Bean Ragout, Smoked Bacon, Leeks and Exotic Mushroom Nage. The mushrooms featured in this dish were donated by RRVW member Gourmet Mushrooms, Inc. The pinot noir was followed by a 2004 Syrah, Davis Family Vineyards, introduced by Winemaker/Owner Guy Davis and matched with Lamb Stir Fry on Pita with Mint, Curry and Goat Cheese. The goat cheese featured in this dish was donated by RRVW member Redwood Hill Farms Goat Cheese. To end the



Seminar guests including Grape to Glass Live Auction lot buyers Don and Dianne Wright on the right.

tasting, Michael De Loach introduced a 2003 "The Tillerman" Red Blend from Hook & Ladder Vineyards and Winery matched with an Asian Inspired Grilled Flank Steak. The "standing room only" crowd lingered long after the end of the seminar to ask more questions and meet the winemakers one-on-one.

A special thanks to George, Hugh, Guy and Michael who all did a fabulous job at not only speaking to their wines, but making intelligent, insightful comments on the food pairings. These members truly put their "money where their mouths are" and did an amazing job at representing all the members of the Russian River Valley AVA. Hugh Chappelle of Lynmar also receives special kudos for hosting our Grape to Glass auction winners at the impressive Winemaker's Dinner at the Custom House on the night before the Entertaining Showcase.

A very special thanks also to Gourmet Mushrooms, Inc. and Redwood Hill Farms Goat Cheese who always respond to our calls of need with such generosity and represent so well the culinary and agricultural diversity of the Russian River Valley.



Seminar Moderator Brian Duncan of Bin 36

We're looking forward to a stellar repeat performance at the 2007 Food & Wine Entertaining

Showcase in mid-November of next year. If you'd like to be a part of the 2007 RRVW "Team Chicago" make sure you sign up early for the Chicago Package in the RRVW 2007 Marketing Opportunities which will be presented at the December 7 Marketing Open House as well as mailed to RRVW members in early January 2007.

GET READY FOR THE 4TH ANNUAL CRAB & FENNEL FEST

Tickets are now on sale and selling rather quickly for the 4th Annual RRVW Crab & Fennel Fest on Saturday, March 3, 2007 at the Sonoma County Fairgrounds Hall of Flowers beginning at 5:30 pm. This event annually sells out at 750 guests.



Enclosed please find a Member Participation form. Take a moment to complete and return it. We are asking winery members to donate a case or more of crab-friendly wine (we usually run out of red wine) and we are in need of volunteer help. We also have a silent auction – this year it will benefit the RRVW Foundation to support youth and education. Donations can include special or oversized bottles of wines, overnight stays, restaurant gift certificates, gift baskets and more.

Tickets for Festival Seating are \$45 per person and a reserved table for eight people is \$450. Tickets are on-sale now and they make great stocking stuffers. For more information call Judy at 707-523-3728 or email judy@rrvw.org.

RESERVE YOUR CASE OF EL MOLINO WINE TODAY

Here is your opportunity to reserve your case or half case of some very special wine while supporting a great cause. The Russian River Valley Winegrowers have collaborated with El Molino High School to help make and market wine made from the school's Pinot Noir vineyard. Under the winemaking guidance of Merry Edwards and assisted by the viticulture students at El Molino High School the grapes were harvested in 2004, crushed at Taft Street Winery and bottled. Only 6 barrels of this wine were made. Half of the proceeds will go to the ag/vit program to help educate our future vintners and growers to assure the future of our region. To reserve your wine, complete the enclosed form and return to the Russian River Valley Winegrowers Foundation.

ANNUAL GRAPE PRUNING COMPETITION

Monday, January 29 marks the start of the Sonoma County Pruning Contest with the first competition located in the Russian River Valley. Sponsored by the Sonoma County Winegrape Commission and five appellation groups, this competition showcases the best pruners in the region and the county. The Youth Competition will be held on February 3 with the Championships on March 2, kicking off the "Month of Barrel Tasting". All events begin at 10 a.m.

Bahco Tools will not be sponsoring our local competitions or a California Championship this year. As a result, financial support for the Sonoma County events is being requested, including a BBQ/fiesta as part of the Sonoma County Championship. We would like you to be a part of this event that showcases the skills of our vineyard employees who prune our vineyards. Donations will be recognized as part of your company's Commission Sponsorship for 2007.

If you have questions, please call Nick Frey at 522-5861 or 291-2857 or send an e-mail to frey@sonomawinegrape.org.

WEARABLES MAKE GREAT HOLIDAY GIFTS

RRVW logo items make great holiday gifts. We have the following items available and more. Prices include tax.

- Logo Fleece Blankets \$25
- Logo Hooded Sweatshirts \$30
- Women's Fleece Vest \$35
- Men's Fleece Vest \$35
- Logo White T-shirt \$10
- Logo Men's Polo Shirt in Olive \$30
- Logo Men's Polo Shirt in Blue \$20
- Logo Baseball Cap \$15
- Logo Apron \$10
- Logo Lazy Susan \$75
- Logo Red Wine Glasses 4 for \$30

Give us a call at 521-2534 and let us help you make it a RRVW Holiday!

UPCOMING MEMBER SEMINAR

Join us on Wednesday, December 13 for the last member seminar of the year sponsored by Chris Maloney Crop Insurance. This seminar on "Looking Back and Looking Forward" will begin at 5:30 pm at Dutton Ranch located at 10717 Graton Road in Sebastopol and includes a tri tip dinner. The seminar will include "Crop Insurance Update for 2007" by Chris Maloney of Chris Maloney Crop Insurance, a "Panel Discussion on Botrytis in 2006" moderated by Armon Azevedo of Wilbur-Ellis Co. and a "Recap and Grower Discussion of 2006". Please bring a bottle of RRV wine to share. RSVPs are a must and can be sent by email to info@rrvw.org, call 707-521-2534 or return the enclosed registration form.

MEMBERSHIP RENEWAL AND MEMBER SIGNS

Watch your mailboxes for your annual membership renewals...they should be arriving any day, just in case you want to get them paid before the end of the year. Please review your membership information very carefully and make any necessary changes to the enclosed paperwork. We are hoping to get all of our files up to date and need your assistance with that. Also, take extra note to make sure we have correct email addresses and contact names and numbers. This information is very important for us to have to keep you up to date on the latest happenings in the Russian River Valley.

And, if you do not have a Member Sign it is not too late to order one. In fact, they make great holiday gifts. Applications for member signs will be included in the membership mailing. Please contact the RRVW office at 707-521-2534 if you have any questions.

MAP STORE MAPS

Visit the Map Store in Windsor to purchase your copy of the new updated Russian River Valley AVA grower and winery map. Thanks to Saralee McClelland Kunde, Steve Dutton, Nick Frey and Kathy Tilton for all of their hard work and hours of calling RRVW members to encourage them to list their property on the map. The RRV appellation map has one of the most comprehensive lists of wineries and growers of any of the appellations.

There is a special rate for maps purchased in quantity. Visit The Map Store online at www.themapstore.com or stop by their store at 9091 Windsor Road, Windsor.

KITCHENAID OPPORTUNITY

You should have received this information by email, but if not, here it is... The Russian River Valley Winegrowers has partnered with KitchenAid, makers of high quality home and commercial kitchen appliances. Coming up in 2007, we will have an opportunity to cross-promote our RRV wines with KitchenAid and, now that harvest is winding down, hopefully you'll have time to participate! Many of you are aware that KitchenAid has generously donated their Architect Series undercounter wine storage cellars to our Grape to Glass auction for the past several years. KitchenAid would now like to include us in events throughout the U.S.

KitchenAid would like to feature dummy bottles of Russian River Valley wines in their Architect Series undercounter wine storage cellar displays at the many high end trade and consumer events in which they participate. These national events are focused on very high end consumers, events such as The Book and The Cook in Philadelphia, Food & Wine Magazine Classic in Aspen, Art of Food and Wine in Palm Desert, Masters of Food and Wine in Carmel, etc.

In addition, KitchenAid will also have three Architect Series undercounter wine storage cellars consumer giveaways. This means that three very lucky consumers will receive a 46 bottle undercounter wine storage cellars stocked with Russian River Valley wines.

If you would like to be involved in this exciting KitchenAid cross promotion, here is how you can participate:

- Contribute 6 dummy bottles for display red and/or white – front label must include RRV AVA designation and with appropriate capsules.

AND

- Contribute 6 real bottles of wine for the Instant RRV Wine Cellar giveaway 3 bottles of red, 3 bottles of white must have Russian River Valley AVA designation on the front label.

Please notify us via email ASAP if you would like to participate and what wine/bottles you will be providing for this RRVW promotion. Participation will be on a first come, first served basis.

Wine and dummy bottles must be received at the RRVW office at 3351 Slusser Road no later than December 22, 2006. You must be an RRVW member in good standing to participate in this promotion. Please contact Judy at 707-523-3728 or judy@rrvw.org if you have any questions or need additional information.

FACT CORNER

Code of Sustainable Winegrowing Program

A total of 313 vineyard enterprises have participated in a Self-assessment Workshop. Sonoma County is a leader in implementing the Code of Sustainable Winegrowing Program in California.

- 262 submitted date for inclusion in statewide Sustainability Report (79%)
- Those entities farm 18,928 acres or 28% of total vineyard acres

Water Use

Household use estimate - 100 gallons/person/day.

A family of 3 = 109,500 gallons/year

Grape irrigation at 3 to 8 inches/acre/year = 84,500 to 225,000 gallons/acre/year

In cooler areas, total irrigation may be as little as 25,000 gallons/acre/year

Economic Impacts of Sonoma County Grape and Wine Production

Employment:	People	Annual Wages
Grape Production	3291	\$ 73 million
Wineries	5969	\$235 million

Number of Wineries	254
Number of Grape Growers	1100
Winery tourists (2004)	4 million
Tourist spending	\$263 million
Local taxes generated	\$5.4 million
State taxes generated	\$11.3K

ANNUAL MEMBERSHIP MEETING

The Annual Membership meeting is scheduled for Thursday, February 1, 2007 and will be held at the SRJC Shone Farm Warren G. Dutton, Jr. Pavilion beginning at 10 am and will wrap up with a Dutton-style tri tip barbecue lunch. At the time of press we are still confirming the speaker for this annual event and will notify you of the topic (we are hoping it will be on "How Russian River Valley is Perceived in the Wine World") and speaker via email. Reservations for this event are a must. Please complete the enclosed flyer and return it as your RSVP.



SAVE THE DATE!
 12TH ANNUAL
 GRAPE TO GLASS
 AUGUST 17-19, 2007

CALL JUDY AT 707.523.3728
 FOR MORE INFO.



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U P C O M I N G E V E N T S

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| December 13 | Member Seminar "Looking Back and Looking Forward" at 5:30 pm at Dutton Ranch. RSVP to the RRVW office at 521-2534. |
| December 14 | Board of Directors Meeting at 2 pm at the RRVW office call 521-2534 for more details. |
| January 13-14 | Russian River Wine Roads Winter Wineland go to wineroad.com for more information. |
| January 18 | Board of Directors Meeting at 2 pm at the RRVW office. Call 521-2534 for more details. |
| January 20 | Sonoma County Farm Bureau Crab Feed for more information call 544-5575. |
| January 23-25 | Unified Wine & Grape Symposium for more information go to www.unifiedsymposium.org . |
| January 29 | Pruning Competition in the RRV Appellation at 10 am location TBD contact Nick Frey at 522-5861 or 291-2857. |
| February 1 | RRVW Annual Membership Meeting at 10 am at the SRJC Warren G. Dutton, Jr. Pavilion. RSVP to the RRVW office at 521-2534. |
| February 9 | Grape Crop Report issued by Sonoma County Ag Commissioner |
| February 13-15 | World Ag Expo in Tulare |
| February 15 | Board of Directors Meeting at 2 pm at the RRVW office. Call 521-2534 for more details. |
| March 3 | 4th Annual RRVW Crab & Fennel Fest. For tickets go to www.rrvw.org or call the RRVW office at 521-2534. |
| June 15-17 | 25th Annual Food & Wine Classic in Aspen |
| August 17-19 | 12th Annual RRVW Grape to Glass |