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FOR IMMEDIATE RELEASE:

September 13, 2004

SPOTLIGHT ON ZINFANDEL: September 25 & 26

SONOMA, Calif.—September 13, 2004 – Heart of Sonoma Valley Association is kicking off a new series of educational weekend tastings in Sonoma Valley tagged ‘Spotlight on Varietals’. These tastings will spotlight different wines throughout the year. The first in this series is ‘**Spotlight on Zinfandel**’ to be held on **September 25 and 26** from 11:00 am to 4:00 pm at **eight wineries**. Guests are invited to **join the celebration while getting an education** about one of the most notorious wines in California - Zinfandel! Wineries will be Spotighting Zinfandel with wine tastings, barrel sampling, blind tastings, wine blending, vineyard & wine comparisons, verticals, aroma sensory, grape samples and more.

“This weekend series is meant to not only highlight the wonderful wines grown in our stretch of the valley” said Executive Director Josie Gay, “but incorporate a fun educational experience in all tastings at each winery. This event will showcase wines while educating on the vineyards, the winemaking process, the fundamentals of what makes these wines unique through aroma sensory, wine blending, and barrel sampling. In addition, winemakers will be present at a various locations to share in this experience.”

Heart of Sonoma Valley Association (HOSVA) is an alliance of 34 vintners and 23 wineries and tasting rooms in the environs of Glen Ellen and Kenwood. HOSVA's precinct is the verdant stretch of lush vineyards along scenic Highway 12 mid-way between Santa Rosa and the town of Sonoma, where for a century and a half many of the vintages that have made California wines world leaders in viticulture have been harvested.

Eight Participating Wineries and a lot of Educational Activities:

Blackstone Family Winery is celebrating a "**Dueling Zins New Release party!**" Guests are invited to taste new Reserve Zinfandels.

Kaz Vineyard & Winery: **join the winemaker while tasting from the barrel, wine blending and sipping on new release Zins!**

Loxton Cellars: join the winemaker while tasting **new release Zinfandels** and a first ever **Late Harvest Zin**, enjoy a **vertical tasting** of library wine, and if available, taste **juice/wine samples of just harvested and fermenting Zin**.

Mayo Family Winery is featuring a **vertical tasting** of limited production Zinfandel Port.

St. Francis Winery will have just harvested Zin grapes and their juices which can be placed in the refractometer to **check on the sugar levels**. Using a key to flavors to be found in different appellations, visitors will **blind taste** 3 Zins in an attempt to determine its appellation.

Stone Creek Wines will be featuring an Exclusive Selection Zinfandel to taste alongside an **Aroma Sensory Display**.

VJB Vineyards & Cellars is taking guests from "**Grape To Glass**"! Compare/Contrast Zin grapes from **3 different appellations**. **Sip Zin** juice from this year's crush and **barrel sample**.

Wellington Vineyards is featuring a Zin from their Estate 100 Year Old Vines. Learn about this **century old vineyard** as you taste its sumptuous wine. *Select wineries will be offering discounts on featured wines.*

Admission is only \$5 and includes a wine tasting glass Detailed information and a map may be obtained online at www.heartofsonomavalley.com or call toll free: (866) 794-9463.

EVENT DETAILS AT A GLANCE:

What: Spotlight on Zinfandel!

When: Saturday, September 25 and Sunday, September 26, 2004

Where: Sonoma Valley- Blackstone Winery, Kaz Vineyard & Winery, Loxton Cellars, Mayo Family Winery, Stone Creek Wines, St. Francis Winery, Wellington Vineyards & Winery, & VJB Vineyards & Cellars

Time: 11AM to 4PM

Cost: \$5 per person for the weekend. Includes a logo wine glass.

Info: For additional info please visit www.heartofsonomavalley.com or call (866) 794-9463.

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