



Media Contact:

Josie Gay
(707) 431-1137
josie@heartofsonomavalley.com

P.O. Box 1891
Glen Ellen, CA 95442
www.heartofsonomavalley.com

FOR IMMEDIATE RELEASE:

February 2, 2005

-Spotlight on Italian Varietals-

Olives & Wines ~ February 19, 20 & 21

Celebrate President's Day Weekend with an Italian Twist!

SONOMA, Calif.—February 3, 2005 – Heart of Sonoma Valley Association announces Spotlight on Italian Varietals! Celebrate Olives & Wines with six Sonoma Valley wineries as they showcase Italian varietals, host educational activities, feature olive oils and olive inspired nibbles and highlight local artists. The event is scheduled for President's Day Weekend, February 19, 20 & 21 from 11 AM to 4:30 PM daily.

“Olives & Wines” is the continuance of a new annual event series Heart of Sonoma Valley Wineries kicked off last year called Spotlight on Varietals. “This annual 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 guests 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!”

Spotlight on Italian Varietals (page 2)

Participating wineries include: Blackstone Winery, Family Wineries of Sonoma Valley, Kaz Vineyard & Winery, Kunde Estate Winery & Vineyards, VJB Vineyards & Cellars, and Wellington Vineyards. Tickets are \$10 per person. Admission fee includes souvenir wine glass and access to all participating wineries for the weekend.

About Heart of Sonoma Valley Association

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.

EVENT DETAILS AT A GLANCE:

What: Spotlight on Italian Varietals – Olives & Wines

When: President's Day Weekend; Saturday, Feb. 19, Sunday, Feb. 20 and Monday, Feb. 21, 2005

Where: Blackstone Winery, Family Wineries of Sonoma Valley, Kaz Vineyard & Winery, Kunde Estate Winery & Vineyards, VJB Vineyards & Cellars, and Wellington Vineyards.

Time: 11 AM to 4:30 PM daily

Cost: \$10 per person for the weekend. Includes logo wine glass and access to all wineries for the weekend. Tickets are limited, so advance ticket purchase is recommended.

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

###