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FOR IMMEDIATE RELEASE:

March 14, 2006

16th Annual Barrel Tasting Weekend: THIS WEEKEND

A Celebration of Fine Wine, Film & Food!

March 18 & 19

SONOMA VALLEY, Calif.— March 14, 2006— Heart of Sonoma Valley Association (HOSVA) is celebrating its' 16th Annual Barrel Tasting Weekend this Saturday & Sunday, March 18 & 19 from 11 AM – 4:30 PM both days! Join **Twenty Wineries** throughout the Heart of Sonoma Valley as they Celebrate Fine Wine, Film & Food! Wineries are **featuring movie themes** and guests will **enjoy sneak previews** of the 2005 vintage straight from barrel, **screenings** of new releases, and **tastes** of award-winning wines paired with foods and film scores from the set of famous Hollywood movies . . . all **while schmoozing with the winemakers and talent in the caves, cellars and on the crush pads** at Twenty Sonoma Valley Wineries.

Participating wineries films include: Grease, Pirates of the Carribean, The Three Muskateers, and many more. Guests will have the opportunity to taste 2005 wines straight from the barrel paired with delicious foods, listen to live music, tour wineries and vineyards, meet winemakers, and enjoy a truly authentic wine country weekend. Most importantly - *this event offers guests the chance to take a behind-the-scenes-look at twenty wineries in Sonoma Valley.*

“This year we are celebrating Fine Wine, Film & Food and wineries have been hard at work for months to bring to our guests what we think will be our best event yet!” Said Executive Director Josie Gay. “This *exclusive* event is perfect for all wine lovers as there will be a wide variety of wines poured from barrel and bottle and paired with delicious foods prepared by local chefs.”

The Weekend Pass is \$55 per person *in advance* through March 16th. Tickets are \$65 at the door, which includes a souvenir wine glass & access to event tastings at all participating wineries. Advance ticket purchase is strongly recommended. Tickets & detailed information may be obtained online at www.heartofsonomavalley.com or by calling (866) 794-9463.

16th Annual Barrel Tasting Weekend (page 2)

Participating Wineries: Benziger Family Winery, Blackstone Winery, B.R. Cohn Winery, Chateau St. Jean, Eric Ross Winery, Imagery Estate Winery, Kenwood Vineyards, Kunde Estate Winery & Vineyards, Landmark Vineyards, Ledson Winery, Loxton Cellars, Mayo Family Winery, Moon Mountain Vineyards, Navillus Birney Winery & Vineyards, St. Francis Winery & Vineyards, SL Cellars, The Wine Room, VJB Vineyards & Cellars, Valley of the Moon Winery and Wellington Vineyards.

About Heart of Sonoma Valley Association

Heart of Sonoma Valley Association (HOSVA) is an alliance of 22 wineries located on scenic Sonoma Highway where for a century and a half many of the vintages that have made California wines world leaders in viticulture have been harvested. In our 10 mile stretch of the wine country, in the environs of Glen Ellen and Kenwood, you'll find a blend of family owned and classically beautiful wineries filled with award winning wines, charming B&B's and elegant Luxury Inns, stylish wine bars, a diverse selection of restaurant and cafes, state parks, a lavender farm, olive presses and gift shops.

EVENT DETAILS AT A GLANCE:

What: 16th Annual Barrel Tasting Weekend

When: Saturday, March 18 & Sunday, March 19, 2006

Where: Twenty Wineries throughout Sonoma Valley

Time: 11 AM - 4:30 PM both days

Cost: \$65 per person at the door / \$30 for designated drivers. As well as a Sunday Only ticket for \$40 per person. Ticket includes a logo wine glass & access to event tastings at all participating wineries. (\$55 pp in advance through March 16th.)

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

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