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**FOR IMMEDIATE RELEASE:**

**October 9, 2006**

**~3<sup>rd</sup> Annual Spotlight on Zinfandel~  
October 14 & 15, 2006**

***THIS WEEKEND!***

SONOMA, Calif.— October 9, 2006 – Heart of Sonoma Valley Association (HOSVA) announces their 3<sup>rd</sup> Annual Spotlight on Zinfandel! Happening this weekend at *Twelve* wineries throughout Sonoma Valley! Wineries will be celebrating the notorious and glorious Zinfandel grape at this special weekend event. Join wineries this harvest season as they explore the winemaking process, discuss the special characteristics of the terroir, and share with you the fundamentals of what makes Zinfandel unique through tastings, aroma sensory, wine blending, and barrel sampling. In addition, winemakers will be present at several wineries to share in this experience. The event is scheduled for this Saturday & Sunday, October 14 & 15 from 11 AM to 4:30 PM both days.

“This is the third year we have celebrated this sumptuous and popular varietal and we have experienced an overwhelming response from both locals as well as tourists visiting Sonoma Valley. The educational component really adds to this event giving aspiring and avid wine lovers the opportunity to learn about this specific varietal (grape) through barrel tasting, vertical sampling and appellation specific comparisons.” Said Lesli John, President of HOSVA & Director of Sales & Marketing at VJB Vineyards & Cellars. “Our Spotlight on Varietals events

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are perfect for those not familiar with a particular wine and those wanting to taste their favorite wine in a spectacular setting at several different wineries in Sonoma Valley. Everyone walks away having learned something new!”

Participating wineries include: Blackstone Winery, B.R. Cohn Winery, Eric Ross Winery, Kaz Vineyard & Winery, Kunde Estate Winery & Vineyards, Ledson Winery & Vineyards, Loxton Cellars, Mayo Family Winery, SL Cellars, The Wine Room, VJB Vineyards & Cellars and Wellington Vineyards.

Tickets are only \$20 per person for the weekend and may be obtained at the door of participating wineries this weekend. Admission includes souvenir wine glass and access to all participating wineries event wine tastings for the weekend.

### **About Heart of Sonoma Valley Association**

Heart of Sonoma Valley Association (HOSVA) is an alliance of 22 wineries and tasting rooms in the environs of Glen Ellen and Kenwood. HOSVA's area 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:** 3<sup>rd</sup> Annual Spotlight on Zinfandel

**When:** Saturday, October 14 and Sunday October 15, 2006

**Where:** Blackstone Winery, B.R. Cohn Winery, Eric Ross Winery, Kaz Vineyard & Winery, Kunde Estate Winery & Vineyards, Ledson Winery & Vineyards, Loxton Cellars, Mayo Family Winery, SL Cellars, The Wine Room, VJB Vineyards & Cellars and Wellington Vineyards

**Time:** 11 AM to 4:30 PM both days

**Cost:** \$20 per person for the weekend. Ticket includes logo wine glass and access to all wineries for the weekend. Tickets may be purchased at the door of participating wineries the weekend of the event.

**Info:** For more info visit [www.heartofsonomavalley.com](http://www.heartofsonomavalley.com) or call (866) 794-9463.

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