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For Immediate Release

**14th Annual Heart of Sonoma Valley Barrel Tasting to Preview New Vintages
— March 20 & 21 Benefit Event Marks 150 Years of Winemaking Excellence**

SONOMA, Calif.—Feb. 23, 2004 -With five new members, a newly-appointed Executive Director, and a go-getter promotional plan geared to seasonal pouring rites, the Heart of Sonoma Valley Association - a progressive consortium of 31 vintners and 20 wineries and tasting rooms in the environs of Glen Ellen and Kenwood - has announced the kickoff occasion of its 2004 cycle of charity benefit events touting the joys of wine: this spring's eagerly-awaited Barrel Tasting revel set to occur spot-on the vernal equinox, the weekend of March 20 and 21.

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.

"This year will mark a number of "firsts" for the Barrel Tasting," stated Josie Gay, recently named HOSVA Executive Director. "With five new wineries participating, our membership is growing fast - Mayo Family Winery, Loxton Cellars, Sullivan Birney Winery & Vineyards, VJB Vineyard and Cellars and Moon Mountain have joined us."

The keynote for the 2004 Barrel Tasting will be "150 years of Winemaking Excellence" with themed exhibits and decor, food and entertainment spanning the decades from 1854 to the present. A special salute will be extended to Kunde Estate's 100th year.

Experience the Past — Savor the Future.

The weekend of gourmet food pairings with tastings of fabulous wines —*straight from the barrel* — begins Saturday, March 20 through Sunday March 21 at member wineries. Barrel Tasting guests will learn the art of selecting wine futures from wine-savvy hospitality staffs while enjoying fabulous food and festive music.

"Our new online ticket feature is generating fantastic advance sales," said Gay.

"The event is a sell-out, so I encourage folks to get their tickets now at www.heartofsonomavalley.com."

Tickets are \$50 per person, allowing entrance on both Saturday and Sunday, 11am-4: 30 pm, to all participating wineries. Designated drivers \$20. Advance purchase strongly advised.

Tickets may be obtained online at www.heartofsonomavalley.com or call toll free: 1.866. 794.WINE (794.9463). Event to benefit Friends of Dunbar School, Kenwood Education Foundation and Valley of the Moon Children's Foundation.

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Participating wineries and tasting rooms in this year's Heart of Sonoma Valley Barrel Tasting include: Blackstone, Benziger Family Winery, B. R. Cohn, Chateau St. Jean, Family Wineries of Sonoma Valley Tasting Room, Imagery Winery, Kunde Estate, Landmark Vineyards, Moon Mountain Vineyard, Ledson Winery & Vineyards, Loxton Wine Cellars, Mayo Family Winery, Sullivan Birney Winery & Vineyards, St. Francis Winery, Stone Creek Wines, VJB Vineyards and Cellars, Wellington Vineyards and The Wine Room.

Making History

Established in the mid-1980s to celebrate and promote their wines and share the wealth with local charities, HOSVA has since raised hundreds of thousands of dollars for the Kenwood Education Foundation, Friends of Dunbar School, Redwood Empire Food Bank, Vineyard Worker Services, and many others.

HOSVA has also selected a new charity to aid through event proceeds, Valley of the Moon Children's Foundation.

RECAP:

What: **14th Annual Heart of Sonoma Valley Barrel Tasting**
When: Saturday, March 20 and Sunday, March 21, 2004
Where: Sonoma Valley- At participating HOSVA wineries in Kenwood and Glen Ellen and surrounding environs.
Time: 11am to 4:30pm
Cost: \$50 per person for a weekend pass, Designated drivers \$20.
Info/Sales: For event details and to purchase tickets please visit:
www.heartofsonomavalley.com or call 1.866.794.WINE (866.794.9463).

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