



For immediate release

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**Alexander Valley Winegrowers to Host
13th Annual *Taste Alexander Valley*, June 4-6, 2010**

Sonoma County wine country event tweaks weekend schedule to include exclusive opening gala dinner on Friday, June 4, followed by weekend of wine tastings and food pairings throughout the Alexander Valley

March 1, 2010 – Healdsburg, CA – Planning is well underway for one of Sonoma County’s most widely attended wine country events – “Taste Alexander Valley,” to be held on June 4th, 5th and 6th.

Hosted by the Alexander Valley Winegrowers, over 35 wineries will be opening their vineyards, wineries and tasting rooms throughout the Alexander Valley appellation.

At 5:00 pm on Friday, June 4, the weekend festivities kick off with a new event – the Opening Gala – at Rodney Strong’s private Alexander’s Crown Vineyard estate, high above Alexander Valley. Dinner guests will experience library and reserve wines, as well as a gourmet tapa-style dinner in an intimate, private setting – mingling with local vintners, growers and winemakers – enjoying live music and panoramic views of the valley below.

On Saturday and Sunday, June 5 and 6, from 11am to 4pm, wineries will host individual parties at sites throughout Alexander Valley. They will be free to create their own unique environment or theme for the weekend, including wine and food pairing, entertainment and special wine discounts. Additionally, the “Outlaw 7,” a group of wine producers who do not have formal tasting rooms, will host *Taste Alexander Valley* guests at The Geyserville Inn in Geyserville.

Tickets are now available for purchase at www.alexandervalley.org or by calling 1-888-463-0207. Ticket prices for the Saturday and Sunday are \$65 per person in advance and \$75 per person the day of event.

Friday night Opening Gala tickets are \$90 per person and must be purchased in advance. With limited space, the Gala will sell out quickly.

Winery participants to date include Alexander Valley Vineyards, Clos du Bois, deLorimier Winery, Fieldstone Winery & Vineyard, Francis Ford Coppola Winery, Garden Creek Winery, Geysers Peak Winery, Hanna Winery & Vineyards, Hart’s Desire Wines, Hawkes Wine, Icaria Winery, Joseph Family Vineyards, J. Rickards Winery, Kelley & Young, Medlock Ames, Mercury Wine, Mojon’s Bench Winery, Palmeri Wines, Pendleton Estate, Quaking Hills Winery, Robert Young Estate Winery, Rodney Strong Vineyards, Sapphire Hill Winery, Sausal Winery, Silver Oak Cellars, Simi Winery, Souverain, Starlite Vineyards, Stonestreet Winery, Stryker Sonoma, Stuhlmuller Vineyards, Trentadue Winery, Trione Vineyards & Winery, White Oak Vineyards & Winery and Wilson Fleming Estate Winery.

Media sponsors for this year’s Taste Alexander Valley are KGO Radio (740AM), *Wine & Spirits Magazine*, the Krush, (KRSH- 95.9FM) and Wine 2.0.

About Alexander Valley

An hour north of the Golden Gate Bridge lies the Alexander Valley, located at the northern end of Sonoma County. The Alexander Valley is 22 miles long and varies in width from two to seven miles. There are 76,900 acres of land, of which 15,000 acres are planted to premium wine grapes. World-famous Cabernet Sauvignon grapes thrive from the Valley floor all the way up the rolling hillsides and mountain ridges. The gravelly loam soils straddling the river encourage Chardonnay, Sauvignon Blanc and Merlot to flourish. Alexander Valley also produces Zinfandel grapes as well as Rhone varietals, such as Syrah and Viognier.

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