

FOR IMMEDIATE RELEASE

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“ROOTS TO WINE” TO PROMOTE A NEW WINE REGION FOCUSED ON CELEBRATING MEMBER’S CONNECTION TO CALIFORNIA’S RICH AGRICULTURAL AND WINE HISTORY AND PROMINENCE.

A GRASSROOTS ORGANIZATION PROMOTING REGIONAL WINE, ANNOUNCES ITS FORMATION AND LAUNCH EVENT.

Nine small, mostly family-run wineries from CAPAY VALLEY, DAVIS, DUNNIGAN HILLS, ENGLISH HILLS and WINTERS have joined forces to promote the quality wine being produced in their region and to promote the available tourism experiences celebrating the region’s rich agricultural history. Representatives from Berryessa Gap Vineyards, Capay Valley Vineyards, Julie LePla Winery, Putah Creek Winery, Rominger West Winery, Route 3 Wines, Simas Family Wines, Turkovich Family Wines and Yocha DeHe have worked over the past year to organize their group. ROOTS TO WINE is now incorporated in California as a 501(c)6 Not-For-Profit Mutual Benefit Corporation. The purpose of Roots to Wine is to promote wine grape growers and wine producers with production in the five designated adjacent areas along the western edge of Yolo County and the northwest corner of Solano County.

The formation of this group, designed to bring recognition to the region for its quality wine, is gratifying to regional food and wine luminaries. “I am very excited to see the wine grape growers and producers in my area joining together to promote the region and to continue, as a group, their commitment to enhancing the reputation our area has for producing high quality food and wine,” said Georgeanne Brennan who together with Ann Evans conducted the Yolo County Marketing Initiative for Food, Wine, and Agriculture under the auspices of the Yolo County Agricultural Commissioner, from 2006-2009.

“Yolo County has made it a priority to promote its wine culture,” said Yolo County Agricultural Commissioner John Young. “The formation of ‘Roots to Wine’ an association dedicated to advancing the message of quality wines originating from Western Yolo and Solano Counties, is very valuable to our ongoing efforts to advise the public about the compelling nature of the food and wine available in our region.”

Roots to Wine offers travelers and visitors from the Bay Area, the Central Valley and neighboring states scenic *routes* through its nascent wine country. The area is surrounded by fields and farms producing quality organic food and dotted with charming small towns where local restaurants often feature local products.

The nine wineries that are members of Roots to Wine will come together for their first joint wine tasting event on Saturday, April 2nd from 11am-4pm at Rotary Park in Winters, CA. The event, **Wine and Art in the Park**, is being held in conjunction with Winters' Fourth Annual Plein Air Art Festival sponsored by Briggs and Company. In addition to the event on the 2nd many of the wineries will also be hosting artists and events throughout the week leading up to the tasting event. All paintings created during the week will be available for viewing at the event in the park on April 2nd. "The Winters area sits on some of the finest farmland in the state, and is home to some of the most outstanding members of the farming community. Now, our soil and our farmers are producing some of the best wine in the state. Our wineries are the newest jewels in our local agricultural crown, and the Winters community is both honored and thrilled to be the venue for these wineries to shine," said Winters Chamber President Debra DeAngelo.

The Roots to Wine organization is looking to add new members who meet the criteria set forth in the incorporating documents and to offer affiliate membership to individuals or groups whose purposes are aligned to those of Roots to Wine. For a copy of the organization's Articles of Incorporation, Bylaws, members and officers please contact corinne@berryessagap.com.

For more information about this release or to inquire about membership, please contact any officer or director of Roots to Wine:

Officers:

President, Corinne Martinez, corinne@berryessagap.com (Berryessa Gap Vineyards)

Vice President, Bruce Rominger, rombros@pacbell.net (Rominger West Winery)

Treasurer, Pam Welch, info@capayvalleyvineyards.com (Capay Valley Vineyards)

Secretary, Chris Turkovich, turkovichwines@gmail.com (Turkovich Family Wines)

Directors:

Gio Ferrendelli, gio@yolovineyards.com (Route 3)

Gene Glaeser, gklaeser@putahcreekwinery.com (Putah Creek Winery)

Julie Larson, julie@julielepla.com (Julie LePla Winery)

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