



## MEMBERSHIP BENEFITS

### *Membership 2019*

#### CABERNET ACADEMY

**May 20-23, 2019** Brings influential sommeliers and wine buyers to Alexander Valley and provides high quality, focused exposure to our valley and our Cabernet Sauvignon. Increasing our notoriety for Cabernet translates to increased bottle prices and increased grape prices for our winegrowers. AVWG partners with **The Somm Journal** for our Cabernet Academy event, and annually has an 8-page feature and ad space in the popular industry magazine, **providing excellent exposure for our valley.**

#### EXPERIENCE ALEXANDER VALLEY

**June 22 & 23, 2019** A two-day festival of intimate, exclusive experiences hosted by the wineries, targeting a very desirable wine-drinking demographic to Alexander Valley. Experience Alexander Valley will be listed on event calendars throughout Sonoma County and the greater Bay Area. Local promotions include printed postcards in dozens of hotels and tasting rooms, and extensive social media advertising.

#### ACCESS ALEXANDER VALLEY

**August 30, 2019** A new event! Access Alexander Valley will be a **Grand Tasting of Alexander Valley wines** held outside at Francis Ford Coppola Winery. Tickets will include an evening of wine, entertainment, and food showcasing the best of the best of Alexander Valley and introducing the public to our world-class wines and beautiful landscape.

#### MEMBERSHIP SIGNAGE

New signage! Alexander Valley Winegrowers provided new site signs for all grower and winery members in 2018. We will continue to provide uniform **signage for our winegrowers, directional signage for our wineries**, and the maintenance and repair of signs for both wineries and winegrowers.

#### INTEGRATED PEST MANAGEMENT (IPM) MEETINGS

An opportunity for growers to discuss and share winegrowing strategies. Each meeting will have speakers covering a variety of topics such as pest control, farming practices & compliance. Brown bag meet-ups are held immediately following the IPM meetings at Hoot Owl Creek organized by Mark Houser, AVWG Board Member. Continuing Education units are available at the monthly meetings in May, June & July.

#### 20TH ANNUAL PRUNING CONTEST

Our annual event which showcases the talented people who work in Alexander Valley's vineyards will take place in January, 2019. Alexander Valley is the **ONLY AVA** in Sonoma County to hold its own pruning contest.

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**ALEXANDER VALLEY WINEGROWERS**  
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#### SOCIAL GATHERINGS

Alexander Valley Winegrowers hosts social events to network and meet your Alexander Valley neighbors, including:

- AVWG Annual Meeting including a **Harvest Recap** & Holiday Celebration- December 5, 2018
- AVWG **Summer Member BBQ** - July 2019

#### WINE BUYER DISCOUNT CARD

**Your discount card is included in your welcome packet**, along with a list of Alexander Valley Winegrower association members honoring a special discounted rate to our membership on wine purchases.

#### MARKETING AND PRESS COVERAGE

Alexander Valley Winegrowers has identified key partnerships to introduce our wines to trade, media, and the general public including:

- **Sonoma Summit** gold sponsorship, introducing key wine buyers and sommeliers from around the nation to our world-class Cabernet. The Sonoma Summit event is organized by the Sonoma County Vintners to build the “Sonoma County” brand platform with influential wine trade professionals.
- **Taste of Sonoma** “Cabernet Academy” wine talk, a sold-out seminar open to the general public. Taste of Sonoma draws in over 2000 guests and is put on by the Sonoma County Vintners.
- Major sponsor and host of the **Barrel Auction Preview** event for the trade-only **Sonoma County Barrel Auction**.

*Thank you for joining the Alexander Valley Winegrowers!*

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