

# MEMBERSHIP BENEFITS

*Membership 2020*



## ALEXANDER VALLEY WINEGROWERS

SONOMA COUNTY

### CABERNET ACADEMY

**May 17-20, 2020**, 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.

### EXPERIENCE ALEXANDER VALLEY

**June 27 & 28, 2020**, 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

**September 4, 2020**, Access Alexander Valley is a **Grand Tasting of Alexander Valley wines** held outside at Francis Ford Coppola Winery. Tickets 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

Alexander Valley Winegrowers continues to provide new site signs for all grower and winery members in 2020. 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.

### 21st ANNUAL PRUNING CONTEST

**February 11, 2020** Our annual event, which showcases the talented people who work in Alexander Valley's vineyards, takes place every year in January. Alexander Valley is the **ONLY AVA** in Sonoma County to hold its own pruning contest.

# MEMBERSHIP BENEFITS

*Membership 2020*

## GROWER MARKETPLACE

**March 11, 2020** This will be an inaugural event bringing grape growers and buyers together under one roof. This will be a trade-show format held at Trione Winery.

## 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 April, May, June & July.

## SOCIAL GATHERINGS

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

- **AVWG Annual Meeting, Harvest Recap & Holiday Celebration** - December 9th
- **AVWG Summer Member BBQ** - July 22nd

## 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.

**Thank you for joining the Alexander Valley Winegrowers!**

---

**ALEXANDER VALLEY WINEGROWERS**  
**PO Box 248 Healdsburg CA 95448**  
Office (707) 431-2894 Email [info@alexandervalley.org](mailto:info@alexandervalley.org)  
[www.alexandervalley.org](http://www.alexandervalley.org)