



FOR IMMEDIATE RELEASE:

Alexander Valley Vineyards celebrates fifty years at the Wetzel Family Estate

Healdsburg, CA: March 1, 2012 - Alexander Valley Vineyards (<http://avvwine.com>) celebrates the history, tradition and excellence of fifty years at the Wetzel Family Estate in 2012. Special events will be held at the winery and across the country to commemorate the occasion. The Wetzel's purchased their historic homestead in 1962, continuing the tradition of family farming on the historic property.

In the mid 1800's Cyrus Alexander explored Northern California mapping out land for future settlers. He earned a large tract of the land that he explored, built his home and raised his family in the lovely valley that he called the "brightest and best spot in the world". Today, that Northern Sonoma County valley bears his name and is home to Alexander Valley Vineyards.

Three generations of The Wetzel Family live and work on the 600 acre property that stretches from the banks of the Russian River to the hills of the Mayacamas Mountains. They produced their first estate wines in 1975 and quickly brought acclaim to the region with elegant Cabernet Sauvignon and luscious Chardonnay. (<http://avvwine.com/about.html>)

Twenty years after that first vintage AVV Founder Hank Wetzel released a proprietary Bordeaux style blend honoring the valley's namesake. Wetzel recalls: "In the early 90's I wanted to create a wine that would compete with my immediate neighbors Silver Oak and Jordan, as well as any number of high end wines from the Napa Valley. In 1995 I released that wine, as a tribute to Cyrus Alexander and the very special place that we call home." CYRUS quickly became known as the First Growth of Sonoma. Fans gather each year in March for a birthday party held in the wine caves on the Wetzel Family Estate to honor the history and tradition of the valley's namesake, while celebrating the excellence of the wine named CYRUS. (<http://avvwine.com/shop.html>)

In honor of the Wetzel Family's fifty years on the property, Cyrus's 207th birthday will be celebrated at twenty four of the country's top restaurants on March 15, 2012. Wine lovers around the country will be able to join AVV in celebrating the history, tradition and excellence of the 50th anniversary of the Wetzel Family Estate with a taste of CYRUS.

Join Alexander Valley Vineyards in the celebration at these locations:

- Marx Brothers – Anchorage, AK
- Donovan's – Phoenix, AZ
- LG's Prime Steakhouse – La Quinta, CA
- BOA Steakhouse – Santa Monica, CA
- Cyrus – Healdsburg, CA
- Elways – Denver, CO
- Occidental Grill and Seafood – Washington DC
- Restaurant Medure – Palm Valley, FL
- Matthews – Jacksonville, FL
- Traditions – Ponte Vedra Beach, FL

Baleen: LaPlaya Beach & Golf Resort – Naples FL
Joe’s Seafood, Prime Steak and Stonecrab – Chicago, IL
Mistral – Boston, MA
Café Escadrille – Burlington, MA
Pittsburgh Blue – Edina, MN
Ruth’s Chris Steak House: Brentwood – St Louis, MO
Ruth’s Chris Steak House: Chestnut - St Louis, MO
Joe’s Seafood, Prime Steak and Stonecrab – Las Vegas, NV
The Red Drum – Point Pleasant, SC
Bob’s Steak & Chop House – Grapevine, TX
Bob’s Steak & Chop House – Dallas, TX
Perry’s Steak House – San Antonio, TX
Vic & Anthony’s – Houston, TX
Mr. B’s – Brookfield, WI

About Alexander Valley Vineyards:

Alexander Valley Vineyards (<http://avvwine.com>) is a family-owned and operated winery located in the heart of Sonoma County’s Alexander Valley, on the historic property originally settled in the 19th century by Cyrus Alexander, the valley’s namesake. For 37 years, the Wetzel Family has been producing an array of estate wines that reflect the unique character of the property that they purchased in 1962. AVV’s vineyard practices were initially recognized by the California Sustainable Winegrowing Alliance in March 2006 and they are one of 14 wineries recognized as a Sonoma Green Business.

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