



FOR IMMEDIATE RELEASE

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Alexander Valley Viticultural Area Sweeps Harvest Fair Wine Competition

SANTA ROSA, CA (September 25, 2010) – All three sweepstakes wines honored Saturday at the 36th Annual Sonoma County Harvest Fair originated in Sonoma County's Alexander Valley.

Alexander Valley Vineyards' 2007 Estate Viognier, Alexander Valley, took home the James Guymon Memorial Award for the top white wine with Kevin Hall taking home the award for Sweepstakes Winemaker for white wines.

Stryker Sonoma's 2006 Estate Cabernet Sauvignon, Alexander Valley, earned the George Cooke Award for the Sweepstakes Red Wine. Winemaker Tim Hardin took home award for Winemaker of the Sweepstakes red wine.

Simi Winery's 2007 Late Harvest Riesling, Alexander Valley, earned the new Specialty Wine Sweepstakes Award, with winemaker Susan Lueker taking home the award for Sweepstakes winemaker. (Wines considered for the Specialty Wine Sweepstakes award were sparkling, rose, late harvest and dessert wines.)

All Sweepstakes winemakers take home a Waterford crystal decanter sponsored by Corrick's of Santa Rosa.

Nick Frey, Harvest Fair Board Member and Executive Director of the Sonoma County Winegrape Commission, pointed out that "Alexander Valley has been best known for cabernet sauvignon, but tonight's awards make it clear that the area also produces excellent white grapes as well."

The three sweepstakes wines were singled out from the Best of Class wines in each category. All Best of Class wines were presented to the judges together, and judged in three flights: a flight of white, a flight of red, and the specialty flight. In all over three days, 1,084 wines were judged this year. All wines entered must be made from grapes grown in Sonoma County, making this the largest regional wine competition in the nation.

The 25 judges, who traveled from around the world for the week of judging, awarded a total of 37 Best of Class distinctions, seven Double Golds, 142 Golds, 450 Silvers, and 325 Bronzes. A complete list is at the end of this news release. A Fact Sheet also follows.

Gold Medal and Sweepstakes wines will be available for public tasting at this weekend's Sonoma County Harvest Fair which offers three days of wine tasting and other harvest fun Friday, Saturday and Sunday, October 1, 2 and 3, at the Sonoma County Fairgrounds, Santa Rosa. Admission to the Fair is \$8. Wine tasting is extra.

On Friday, October 1, the wines are arranged for tasting by varietal in two separate flights. Flight One from Noon to 2:30 p.m. offers Tasting with wine educators. Wine experts will stroll the Wine Pavilion and talk about the finer points of each varietal and answer questions. Flight Two offers Tasting with Friends. Planned as the social opportunity from 4:30 to 7 p.m. this flight will give friends the opportunity to conduct their own judging panels. Flight Tickets are \$35 per flight or \$60 for both flights. Flight tickets permit unlimited wine tasting for the duration of the flight.

Saturday and Sunday, October 2 and 3, wines are organized by winery and tasters will have the opportunity to discuss the wines with the winery personnel. Weekend tastings are from Noon to 5 p.m. Admission to these tastings are \$12 for a glass and four taste tickets. Additional tickets are 4 for \$8 or \$2 each.

Sonoma County Harvest Fair is a celebration of harvest featuring three days of wine tasting with 150+ wines, wine sales, chef demonstrations, microbrew tasting (Saturday only), farm and harvest agricultural activities for children and adults, The World Championship Grape Stomp, continuous live jazz, an art show, farm animals to meet, giant pumpkin contest and much more.

The Fair opens Friday, October 1, at Noon and is open until 7 p.m. that evening. It continues Saturday and Sunday from 10 a.m. to 7 p.m. Admission for adults is \$8; children 7-12 are \$3; children 6 and under are free.

This year a family carnival has been added to the program. It will operate from Noon to 10 p.m. Friday and from 11 a.m. to 10 p.m. Saturday and Sunday, staying open after other buildings and grounds activities have closed.

Complete information is available at harvestfair.org or by calling the Sonoma County Fairgrounds at 707.545.4203

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2010 PRO WINE JUDGING FACT SHEET

Total number of wines judged this year:

total for 2010: 1084
total for 2009: 1214 wines
total for 2008: 1051 wines.

Classes with most entries

Zinfandels	Number entered: 197
Cabernet Sauvignon	Number entered: 147
Pinot Noir	Number entered: 134
Chardonnay	Number entered: 132
Sauvignon Blanc	Number entered: 71

Number of Wine Classes entered: 39

Medals Awarded: 37 Best of Class, 7 Double Gold, 142 Gold, 450 Silver, 325 Bronze

25 judges divided among five panels judged 1084 wines in two days. On the third they selected Sweepstakes from the Best of Each Class entered. This means each judge considered approximately 105 wines each day in flights of 8 to 14 wines.

The judging is a blind tasting. Judges know only the number on the glass. They are not permitted in the set up room. Set up room staff are not permitted in the judging room.

Judges this year were

1. Dan Berger, Syndicated Writer - Creators Syndicate, Santa Rosa
2. William Bloxom-Carter, Chef/Playboy Mansion West, Los Angeles
3. Patrick "Chip" Cassidy, Wine Director / Professor, Miami, FL
4. Jeanne Christie, Arizona Gourmet Magazine, Tucson, AZ
5. Les Ferguson, Wine Retailer, Retired
6. Bob Foster, Editor, California Grapevine News
7. John Giannini, Professor Enology Fresno, San Luis Obispo
8. Dr. Barry Gump, Professor of Beverage Management, Aventura, FL
9. Ralph Kunkee, Professor Enology, UC Davis, Davis
10. Ellen Landis, Owner/Sommelier, Landis Shores Oceanfront Inn, Half Moon Bay
11. Ken Landis, Owner/Chef, Landis Shores Oceanfront Inn, Half Moon Bay
12. Paul Lukacs, Wine Writer & Educator - Washington Times, Baltimore, MD
13. Charles Mara, President / The Mara Wine Group, Pound Ridge, NY
14. Dan McCoog, Wine-ovations Consulting, Tucson, AZ
15. Debra Meiburg, Wine Educator & Writer, Pokfulam, Hong Kong
16. Deborah Parker-Wong, The Tasting Panel Magazine, San Francisco
17. Ben Pearson, Wine Buyer/Bottle Barn, Santa Rosa
18. Dr. Gerry Ritchie, Director of Enology, Cal Poly San Luis Obispo, San Luis Obispo
19. Tammie Ruesenberg, Lead Sommelier, Olives Bellagio, Las Vegas, NV
20. Christopher Sawyer, Sommelier, Writer
21. Ronald Siragusa, Wine Director - Kuleto's Italian Restaurant, San Francisco
22. Fred Tasker, Miami Herald, Miami, FL
23. Marguerite Thomas, Travel Editor, The Wine News, Baltimore, MD
24. Ron Washam, Sommelier Les Mars Hotel
25. Wilfred Wong, Wine Buyer/Beverages & More, Concord

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Award Winners

Sweepstakes

Sweepstakes White	Alexander Valley Vineyards, 2007 Viognier Estate (\$21)
Sweepstakes Specialty	Simi Winery, 2007 Late Harvest Riesling (\$30)
Sweepstakes Red	Stryker Sonoma, 2006 Cabernet Sauvignon Estate (\$50)

Best of Class

Best of Class	Alexander Valley Vineyards, 2007 Cabernet Franc Estate (\$21)
Best of Class	B.R. Cohn Winery, 2008 Syrcab (\$32)
Best of Class	B.R. Cohn Winery, 2009 Chardonnay Reserve Sangiacomo Vineyard (\$35)
Best of Class	Carol Shelton Wines, 2008 Black Magic Late Harvest Zinfandel (\$20)
Best of Class	Chateau St. Jean, 2007 Syrah Durell Vineyard (\$40)
Best of Class	D & L Carinalli Vineyards, 2009 Chardonnay Estate (\$20)
Best of Class	Davis Family Vineyards, 2006 Barn d'Or Cabernet Sauvignon/Syrah (\$24)
Best of Class	de Lorimier Winery, 2006 Cabernet Sauvignon Warm Springs Ranch (\$32)
Best of Class	Eric K James, 2007 Pinot Noir (\$24)
Best of Class	Forchini Vineyards & Winery, 2007 Papa Nonno Estate (\$18)
Best of Class	Gloria Ferrer Caves & Vineyards, 2002 Royal Cuvee (\$32)
Best of Class	Hauck Cellars, 2007 Cabernet Sauvignon (\$35)
Best of Class	Imagery Estate Winery, 2007 Petit Verdot (\$39)
Best of Class	Imagery Estate Winery, 2009 Wow Oui Sauvignon Blanc (\$27)
Best of Class	Kenwood Vineyards, 2009 Pinot Gris (\$14)
Best of Class	Leveroni Vineyards, 2006 Merlot Moon Valley Vineyard (\$16)
Best of Class	Macrae Family Winery, 2007 Pinot Noir Bacigalupi Vineyard (\$34.5)
Best of Class	Mahoney Vineyards, 2009 Albarino Las Brisas Vineyard (\$18)
Best of Class	Mayo Family Winery, 2007 Meritage Los Chamizal Vineyard Reserve (\$50)
Best of Class	Mazzocco Sonoma, 2005 Merlot (\$28)
Best of Class	Mill Creek Vineyards & Winery, 2007 Zinfandel Kreck Family Vineyards (\$38)
Best of Class	Mill Creek Vineyards & Winery, 2009 Gewurztraminer Estate Vineyard (\$19)
Best of Class	Mobius Wines, 2007 Cabernet Sauvignon (\$24.99)
Best of Class	Novy Family Winery, 2007 Syrah (\$24)
Best of Class	Paradise Ridge Winery, 2008 The Posse Hoenselaars Vineyard (\$50)
Best of Class	Pedroncelli Winery, 2005 Four Grapes Port (\$18)
Best of Class	Sebastiani Vineyards & Winery, 2008 Chardonnay (\$12.99)
Best of Class	Sebastiani Vineyards & Winery, 2009 Unoaked Chardonnay (\$14.99)
Best of Class	Simi Winery, 2007 Petite Sirah (\$35)
Best of Class	St. Francis, 2008 Caro Santo (\$45)
Best of Class	Starkey's Court, 2008 Zinfandel Pedrazzini Family Vineyard (\$24.99)
Best of Class	Sunce' Winery & Vineyard, 2009 Pinot Noir Zora's Estate Vineyard Reserve (\$44)
Best of Class	Trecini, 2009 Sauvignon Blanc (\$14.99)
Best of Class	Wilson Winery, 2008 Zinfandel (\$26)

Double Gold

Double Gold	Alexander Valley Vineyards, 2009 Chardonnay Estate (\$18)
Double Gold	Armida Winery, 2008 Syrah Flora Ranch (\$32)
Double Gold	Kenwood Vineyards, 2007 Merlot Jack London Vineyard (\$20)
Double Gold	Little Vineyards, 2008 Syrah (\$30)
Double Gold	Sebastiani Vineyards & Winery, 2007 Cabernet Sauvignon (\$33.99)
Double Gold	Taft Street Winery, 2008 Pinot Noir (\$24)
Double Gold	Wilson Winery, 2008 Wilson Family Red Estate (\$32)

Gold Medal

Gold	25 Brix, 2008 Syrah Alta Ridge Vineyards Reserve (\$17.5)
Gold	Acorn Winery, 2007 Axiom Syrah Alegria Vineyard (\$29)
Gold	Alexander Valley Vineyards, 2008 Sin Zin (\$20)
Gold	Armida Winery, 2006 Cabernet Sauvignon Stuhlmuller Vineyard (\$42)
Gold	Armida Winery, 2008 Pinot Noir Castelli-Knight Ranch (\$39)
Gold	Armida Winery, 2008 Poizin (\$80)
Gold	Ashton Vineyard, 2003 Syrah Ashton Vineyard (\$45)
Gold	B.R. Cohn Winery, 2008 Merlot (\$32)