



*Our family creates wines of distinction for everyone.*

## Customers want to make responsible decisions about the wines they choose.

Over the decades AVV has created and utilized many sustainable practices in our vineyards and winery and we are formally recognizing this commitment by participating in the Sonoma County Sustainably Farmed Grapes program.

Wines labeled with this logo ensure that the winegrower had the vineyard first assessed and then certified sustainable by one of four California sustainability programs, vetted by Sonoma County Winegrowers. Each of these programs has strict standards and includes a “triple-bottom line” approach to sustainability, including measuring the growers commitment to being socially responsible – in how they work with their employees, neighbors and community, environmentally conscientious with their farming and winery practices and economically viable as a business. An annual farming plan is created for each vineyard that includes a focus on continuous improvement to ensure sustainable practices continue to evolve each year.

Sustainability ensures that our business, rural lifestyle and agricultural heritage will be maintained for years to come.



## Sonoma Sustainable Logo:



## Selling benefits for the logo:

- Legitimizes AVV's sustainability commitment to the consumer
- Creates a point of differentiation from other wines
- Reinforces the Sonoma County brand
- Communicates AVV's “green” messaging

## ALEXANDER VALLEY VINEYARDS

8644 Highway 128 | Healdsburg, CA 95448 | 707.433.7209 | [avvwine.com](http://avvwine.com)

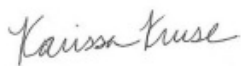


# *Sonoma County Sustainability* Label Certificate

The Sonoma County Winegrape Commission has given permission to Alexander Valley Vineyards for the use of the *Sonoma County Sustainability* label on the following wine brands:

- 2017 Cyrus Bordeaux Blend
- 2018 Chardonnay
- 2018 Cabernet Sauvignon - Organic
- 2018 Cabernet Franc
- 2018 Cyrus Bordeaux Blend
- 2018 Reserve Cabernet Sauvignon
- 2019 Chardonnay
- 2019 Rose of Sangiovese
- 2019 Chardonnay
- 2019 Cabernet Sauvignon
- 2019 Cabernet Franc
- 2019 Cyrus Bordeaux Blend
- 2019 Reserve Cabernet Sauvignon
- 2019 Cabernet Sauvignon - Organic
- 2019 Merlot
- 2019 Homestead Red Blend
- 2019 Zinfandel
- 2019 Sin Zin
- 2019 Reserve Old Vine Zinfandel
- 2019 Reserve Petit Sirah
- 2019 Reserve Primitivo
- 2020 Pinot Noir
- 2020 Rose of Sangiovese
- 2020 Chardonnay
- 2020 Cabernet Sauvignon - Organic
- 2020 Cabernet Franc
- 2020 Zinfandel
- 2020 Sin Zin
- 2020 Reserve Old Vine Zinfandel
- 2020 Reserve Petit Sirah
- 2020 Reserve Primitivo
- 2020 Reserve Homestead Red Blend
- 2020 Merlot
- 2020 Cabernet Sauvignon
- 2020 Cyrus Bordeaux Blend
- 2021 Chardonnay
- 2021 Rose of Sangiovese
- 2021 Pinot Noir
- 2021 Cabernet Sauvignon - Organic
- 2021 Reserve Cabernet Sauvignon
- 2021 Cabernet Franc
- 2021 Zinfandel
- 2021 Sin Zin
- 2021 Reserve Zinfandel
- 2021 Reserve Petit Sirah
- 2021 Reserve Primitivo
- 2021 Red Blend
- 2021 Merlot
- 2021 Cabernet Sauvignon
- 2021 Rhone Blend
- 2021 Cyrus Bordeaux Blend
- 2022 Chardonnay
- 2022 Rose of Sangiovese
- 2022 Pinot Noir
- 2022 Sauvignon Blanc
- 2022 Syrah
- 2022 Old Vine Zinfandel
- 2022 Reserve Petite Sirah
- 2022 Red Blend
- 2022 Cabernet Sauvignon
- 2022 Merlot
- 2022 Reserve Cabernet Sauvignon
- 2022 Zinfandel
- 2022 Cabernet Franc
- 2022 Organically Grown Cabernet Sauvignon
- 2022 Sin Zin
- 2023 Sauvignon Blanc
- 2023 Chardonnay
- 2023 Rose of Sangiovese
- 2023 Pinot Noir

Should you have any questions please contact Jennifer Richards at: [jennifer@sonomawinegrape.org](mailto:jennifer@sonomawinegrape.org)



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