



Dear Vintner and Grower Members,

Following recommendations from public health experts regarding COVID-19, the SVVGA Board of Directors has made the decision to postpone Signature Sonoma Valley until May of 2021.

Please save the date for Signature Sonoma Valley 2021: Thursday, May 13 – Sunday, May 16, 2021.

This was a difficult decision. The well-being of our guests, wineries and grape growers, sponsors, vendors, staff and community is paramount, and in light of the continued uncertainty and potential health risks posed by COVID-19, the weekend of events originally scheduled for May 14-17, will not proceed as planned.

For the past three years, Signature Sonoma Valley has been the pinnacle program for our region and organization drawing more than 800 attendees from all over the United States, Canada and the Bay Area for a four-day event centered around celebrating the diversity of our distinctive region and our premium wines. This decision follows the strong recommendation of public health agencies to minimize events that bring together 50 - 250 or more people in a single venue.

YOUR PARTICIPATION IN THE EVENT

Our vintners and growers anticipate their participation in this event each year. Each and every vintner and grower that was selected to participate in the 2020 Signature Sonoma Valley is offered the same placement and participation in the 2021 weekend of events.

We look forward to bringing everyone together to celebrate our incredible and resilient wine region in May 13-16, 2021, and offering a truly exceptional weekend of events to all those involved.

We immensely appreciate your continued support of this event, and your patience as we communicate this message to all involved parties and event stakeholders.

TICKET HOLDERS

If you have purchased tickets, they will automatically be transferred to the new event date. However, if you are unable to attend the new weekend of May 13-16, 2021, you will be able to request a refund by emailing Info@SonomaValleyWine.com.

Refunds will take up to 5 days to process. We look forward to executing Signature Sonoma Valley and the same event schedule in 2021. Thank you for your continued support of Signature Sonoma Valley and our wine community.

SPONSORS

We are grateful for our Signature Sonoma Valley sponsors and partners. These partners not only provide financial support of this event, but incredibly valuable resources and expertise to our winery and vineyard members in uncertain times like these.

Kindly,

The Sonoma Valley Vintners & Growers Alliance

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