

April 29, 2020



Media Alert

Sonoma Valley Vintners & Growers Alliance is excited to launch [The Sonoma Valley Wine Collective](#), an online wine list that gives wine lovers access to a curated collection of Sonoma Valley wines, available for purchase April 29 at 3:00pm PST – May 3, 2020.

The Sonoma Valley Wine Collective features wines from the region's vast palette of terrains, from more than 60 wineries, sourced from 6 distinct wine growing appellations, each of which showcases the diverse range of varietals within the Sonoma Valley. In this unprecedented time, The Sonoma Valley Wine Collective offers access to wines typically only offered at the wineries with limited availability or production. Purchases not only enhance personal wine libraries, it supports the many family owned Sonoma Valley wineries and their employees who look forward to welcoming guests back when wineries are able. The Sonoma Valley Vintners & Growers Foundation will be donating a percentage of sales generated from the Sonoma Valley Wine Collective to the La Luz Crisis Fund to support the unmet and urgent needs of the Sonoma Valley community.

The Sonoma Valley Wine Collective builds on the **Sonoma Valley At Home** program of [Virtual Tastings & Experiences](#), [Special Offers](#), and [Virtual Video Library](#).

About SVVGA

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit organization serving over 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine and history as the birthplace of the California wine industry. Sonoma Valley comprises six of the seventeen American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Coast, Sonoma Mountain and Sonoma Valley. To learn more about the SVVGA visit www.SonomaValleyWine.com or call 707-935-0803.

Media Contact

Maureen L. Cottingham, Executive Director
PO Box 1698, Sonoma CA 95476
Office 707.935.0988 | Cell 707.548.0453
Maureen@SonomaValleyWine.com
www.SonomaValleyWine.com