



Assembly Member
Noreen Evans
Representing the 7th Assembly District.

Press Release

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CA LEGISLATURE APPROVES BILL FOR SONOMA COUNTY WINE LABELS

SACRAMENTO — The State Legislature unanimously approved legislation authored by Assemblymember Noreen Evans (D-Santa Rosa) to establish a conjunctive labeling law for wines labeled with winegrowing areas located in Sonoma County.

“Sonoma County’s economy depends on a vibrant wine industry,” said Evans. “Hundreds of wineries and thousands of winegrape growers are counting on the governor to sign this bill. By improving consumer education on each bottle, conjunctive labeling will unleash the full potential of our delicious wines to represent Sonoma around the world.”

Sponsored by the Sonoma County Vintners and the Sonoma County Winegrape Commission, AB 1798 requires that any wine labeled with an American Viticultural Area (AVA) located entirely within Sonoma County must also include the word “Sonoma County” on the label, starting in 2014. There are 13 AVAs in Sonoma County. The bill is the product of a ten-month process of collaboration among the wine industry association in the county.

“We are thrilled to see the culmination of our goal for Sonoma County wines moving forward to the governor’s desk,” said Honore Comfort, executive director of Sonoma County Vintners. “This moment is truly the result of collaboration among the vintners and winegrape growers of every AVA of Sonoma County and marks the beginning of a stronger Sonoma County brand for generations to come.”

“In this increasingly competitive wine market, building awareness for Sonoma County and the wine regions within the county is critical to Sonoma County grape growers and the wineries they supply,” said Nick Frey, president of the Sonoma County Winegrape Commission. “AB1798 will ensure that consumers recognize every bottle of wine produced from Sonoma County grapes.”

Dating back to 1989 and as recent as 2008, the Legislature has approved with strong bipartisan support conjunctive labeling laws for three other California winemaking regions – Napa Valley, Lodi, and Paso Robles.

AB 1798 passed the Senate 36-0 on Monday and the Assembly today 74-0. It is jointly authored by Assemblymembers Jared Huffman (D-San Rafael) and Wesley Chesbro (D-Arcata) and also co-authored by Senators Mark Leno (D-San Francisco) and Patricia Wiggins (D-Santa Rosa). Further information is available at <http://www.leginfo.ca.gov>.

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