

# Sonoma County Vintners

ANNUAL REPORT 2020

**SONOMA  
COUNTY  
VINTNERS**

**SONOMA  
COUNTY  
VINTNERS  
FOUNDATION**

# Letter From the Executive Director

Happy New Year!

While 2020 was an unprecedented year of challenges, I am incredibly proud of our Sonoma County wine community for their creativity and strength. Representing and serving our generous winery partners is truly humbling and an honor for our entire Sonoma County Vintners team. Through the trials and tribulations of last year, our wine community demonstrated selflessness, commitment and caring for our neighbors and communities throughout Sonoma County, regardless of the challenges they faced. This relentless dedication was certainly inspiring for all that we do at the Sonoma County Vintners.

This year kicked off with an International Export program in Mexico as well as an extensive Wine Advocate tasting program. Throughout the global pandemic, we deployed our Government Relations and Advocacy tactics to provide constant clarifications to government orders and updates to our winery partners. In addition, Sonoma County Vintners was a leader in providing critical pandemic information and education that included our COVID-19 Winery Reopening Best Practices, our Community COVID-19 Best Practices and flyer, which was distributed across Sonoma County as well as featured educational radio spots. Our relationships with our county, state and federal officials are stronger than ever. We also pivoted our existing programs and added virtual programs to continue to garner exposure with the trade, media and consumers. We also highlighted our work with the Sonoma County Vintners Foundation and our Beneficiary partners.

The virtual 2020 Sonoma County Barrel Auction provided an opportunity for our wineries to stay engaged with key trade in various markets during an ever-changing landscape. We are grateful for all of our members who participated, highlighting Sonoma County as a world-class wine-producing region.

In an effort to stay top of mind with consumers while physical events were not permitted, our team developed a several months-long campaign to continue to engage with our Taste of Sonoma consumer. Numerous vintners came together with our marvelous partners in the culinary field to virtually showcase what makes Sonoma County a remarkable wine region.

At a time when many philanthropic events came to a halt due to changing dynamics and regulations, Sonoma County Vintners Foundation overcame the challenges and executed the first-ever virtual Sonoma County Wine Auction. Generous members of the wine community, invaluable donors and special guests gathered online to support Sonoma County. As a result, in 2020 our Sonoma County Vintners Foundation was able to contribute over \$4 million to over 85 separate non-profit organizations throughout Sonoma County.

In addition we were proud to have also:

- Created our Winery & Hospitality Workers Assistance Fund to assist those who lost jobs due to the pandemic
- Activated our Wine Community COVID-19 Testing Program
- Partnered with Redwood Empire Food Bank to hold a Wine Community Food Distribution for those in need
- Contributed \$140,000 to address the educational digital divide in our community

These highlights are just a sample of the programs/services Sonoma County Vintners and our Foundation facilitated this year. I hope you take the time to survey this entire annual report to review all of the 2020 programs.

While Sonoma County Vintners' mission is centered on raising awareness of our phenomenal wines and wineries, we continue to focus on making Sonoma County one of the most extraordinary locations to live, work and thrive. I am extremely proud of the Sonoma County Vintners Board of Directors and the team for the sheer volume of impactful work conducted this year. Together, we will continue to work with our amazing wine community and lead Sonoma County to even greater levels of excellence, visibility and compassion.

Thank you once again. We are grateful for all of your support!



Michael Haney  
Executive Director,  
Sonoma County Vintners | Sonoma County Vintners Foundation

## SONOMA COUNTY VINTNERS BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**Mark Malpiede**  
President, Sonoma County Vintners  
*Williams Selyem Winery*

**Clay Mauritson**  
President, Sonoma County Vintners Foundation  
Vice President, Sonoma County Vintners  
*Mauritson Wines*

**Ana Keller**  
Secretary/Treasurer  
*Keller Estate*

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*Rodney Strong Vineyards*

**Dr. Ray Johnson\***  
*Sonoma State University*

**Russell Joy\*\***  
*Immediate Past President*

### BOARD OF DIRECTORS

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*Ramey Wine Cellars*

**Kim Stare Wallace**  
*Dry Creek Vineyard*

**Mike Sullivan**  
*Benovia Winery*

\*COMMUNITY SEAT

\*\*OUTGOING 2020

\*\*\*INCOMING

# Meet the Team



**Michael Haney**  
*Executive Director*



**Julia Conover**  
*Winery & Donor Development Manager*



**Barbara Cox**  
*Director of Marketing & Communications*



**Jenni Deas**  
*Creative & Social Media Manager*



**Obiamaka Eke**  
*Finance Director*



**Madison Garzoli**  
*Membership & Foundation Programs Manager*



**Jesslyn Jackson**  
*Director of Membership & International Programs*



**Rose Jimenez**  
*Marketing & Public Relations Manager*



**Dana Macaulay**  
*Managing Director, Sonoma County Auctions*



**Leah Malfatti**  
*Director of Sponsorship & Strategic Partnerships*



**Anna Ming**  
*Business Operations Manager*



**Vanessa Renée**  
*Events Director*

# Year in Review

## WINE ADVOCATE TASTING

In early March, Sonoma County Vintners held its annual county-wide critic tasting in partnership with *The Wine Advocate*. Nearly 400 wines were tasted and scores were published alongside an article that explored the 2018 vintage in Sonoma County.



*Robert Parker*  
WINE ADVOCATE

## COVID-19 RESPONSE

### CRISIS MANAGEMENT

Once the shelter in place orders were established on a county and statewide level, Sonoma County Vintners worked with government officials to provide valuable definitions and clarification on the regulations and each subsequent governmental order. The team worked with various partners to provide as many resources as possible during this challenging time that included webinars regarding marketing and public relations.

### GOVERNMENT ADVOCACY

We consistently communicated and advocated for the critical need for winery tasting room operations with state and county officials, requesting a modification of the current tier system to allow winery tasting rooms throughout Sonoma County and the state to reopen their businesses with specific and proven safety modifications and mitigations.

### REOPENING BEST PRACTICES

Sonoma County Vintners worked with county and state officials, and our partner wine associations throughout the state, the California Wine Institute and others in developing Winery Tasting Room Reopening Framework and Best Practices. View the best practices [here](#).

### COVID-19 TESTING PROGRAM

The Sonoma County Vintners/Foundation created this program to help ensure the safety of winery and vineyard employees in Sonoma County, while providing a healthy and reliable workforce during harvest season and beyond. The Sonoma County Vintners Foundation and American AgCredit were proud to subsidize a portion of testing costs in order to assist our winery members and make this program as approachable as possible to those needing tests.



### COVID-19 COMMUNITY MITIGATION BEST PRACTICES

Sonoma County officials encouraged Sonoma County Vintners' support in the development and distribution of COVID-19 Community Mitigation Best Practices materials that were distributed throughout the community. These were accompanied with supporting messaging on Sonoma County radio outlets as well as on social media channels. The purpose was to help provide information and best practices to educate and assist our employees and community members on the challenges associated with COVID-19 and provide guidance concerning daily behaviors, operations and lifestyle recommendations outside of their specific work environments. [Click here](#) to download the English version and [here](#) for the Spanish version.

### PROACTIVE COMMUNICATIONS

To help drive wine sales for our winery members, we also crafted a media pitch to share our winery member's innovative virtual experiences, special offers and philanthropic initiatives. These were and currently are included on our [Sip from Home webpage](#). The page features 140+ winery promotions and virtual webinars and has been a valued resource for both media and consumers. Through media coverage and constant social media updates, traffic to our website more than doubled.

In addition to sharing offers, virtual experiences and philanthropic endeavors on our social media channels, we asked our winery members to submit a video of their winemaker or proprietor to share on social media during the timeframe winery tasting rooms were closed. These 30-second videos started with an introduction of the winemaker/proprietor, included a message to stay connected during the challenging time, and encouraged viewers to sip from home and visit our tasting rooms in the future.

## **SONOMA COUNTY TOURISM, SONOMA COUNTY WINEGROWERS & AVA PARTNERS SUPPORT**

We collaborated with our partners at Sonoma County Tourism to provide videos for a new "We're in This Together" video. They created this video with a goal of bringing a sense of warmth and hope to Sonoma County locals as well as their past and future visitors at a time travel was not allowed.

In celebration of Earth Day, we collaborated with Sonoma County Winegrowers to highlight the incredible sustainability practices of our winery members and the winegrowers.

Additionally, we helped support our AVA partners through program and event promotions, government advocacy, social media exposure and more.



**WE'RE  
IN THIS  
TOGETHER**



## **EDUCATIONAL PROGRAMMING**

### **PUBLIC RELATIONS WEBINAR: TRANSITIONING TO A NEW NORMAL**

We curated a public relations webinar with our public relations partner, Lou Hammond Group (LHG). During this webinar, LHG shared tips and tricks of media training and tactics to leverage the best message for Sonoma County as a wine region to encourage visitors. The team shared feedback from their conversations with top travel and culinary outlets about what the media was seeking for the remainder of 2020. View the recording of the presentation [here](#).

### **NAVIGATING THE NEW NORM: MARKETING STRATEGY WEBINAR**

Many of our members reported there was a significant challenge to continuing their marketing strategy amongst the pandemic. With that in mind, we reached out to our partners at Sonoma State University for expert advice and Dr. Damien Wilson offered his thought leadership. View the recording of the presentation [here](#).

### **BEYOND THE PANDEMIC: THE IMPORTANCE OF ELEVATING YOUR BRAND'S DIGITAL PRESENCE**

In August, Sonoma County Vintners affiliate member Affinity Creative Group, a creative agency that provides digital media and more, discussed in a webinar the importance of taking a holistic approach to brand, the essential elements of website design and building a digital ecosystem and eCommerce. Their approach was focused on fostering customer relationships and enhancing sales. View the webinar recording [here](#).

## **COUNTY FIRES**

### **MEDIA RELATIONS & EDUCATION**

The fires in Sonoma County resulted in numerous press inquiries and Sonoma County Vintners provided up-to-date statements to encourage factual news updates and followed up with journalists to provide accurate information. In partnership with Affiliate Member ETS labs, we facilitated an update on the testing process for smoke exposure as well.

In addition, [key reminders](#) and talking points for working with members of the press were distributed.



# PROGRAMS & UPDATES

## GOVERNMENT RELATIONS

Our Sonoma County Vintners Government Relations and advocacy mission is to act as a political and community advocate on behalf of Sonoma County Vintners member wineries, as well as our wine community as a whole. Our goal is to provide increased and proactive engagement, communication, influence and solutions with government officials, member wineries, and our communities, related to issues that impact our wine community and county.

Sonoma County Vintners engaged with state officials to express concern for the [\*\*Split-Roll Property Tax Measure\*\*](#) and the [\*\*Winery General Order for Winery Waste Water Discharge from the California Water Board\*\*](#). We also partnered with other regional wine associations who also expressed their concern. In addition, we objected to the timing of these proposals (activation during a global pandemic and wildfires) and the impact it could have on our wine community at a time when it has been severely affected and limited in sales and operations while incurring additional costs related to COVID-19 mitigation and wildfire response. Also, the potential additional costs to wineries for activation of these programs would result in another layer of expense and regulation for our wine community.

### Other initiatives included:

- Communicated with Sonoma County Congressional representatives, California United States Senators and the United States and European Union Trade Representatives to express and reiterate our concerns in using tariffs on wine as countermeasures in disputes between the United States and the European Union.
- Continued to advocate and present clear policy, guidance and proposed definitions to county officials related to use permits and winery events and business activities.
- Commissioned a comprehensive review and study of past and current published medical studies relating to wine consumption, consumer opinions and health. This study will not only assist to identify specific components and issues to address, but also develop positive and factual medical-based media and consumer responses/promotions related to wine consumption and its benefits.

## INTERNATIONAL EXPORT PROGRAM | SONOMA IN THE CITY: MEXICO



In February, members of the International Export Program ventured to Mexico City for a program prior to the California Wine Institute's annual grand tasting. A Sonoma in the City trade and consumer tasting with approximately 100 guests was hosted at a local restaurant, Huset in the Cuauhtémoc District. A Sonoma Scramble was held two days later in San Miguel de Allende, where nine vintners were stationed at three different locations, each location focusing on a different AVA and varietals. Mexico is an emerging market for California Wine and we hope that Sonoma County has planted a flag for future placement!

## INTERNATIONAL MARKETING INITIATIVES



In 2020, Sonoma County Vintners utilized funding from our MAP allocation to recreate our Sonoma County Vintners Overview Presentation used to educate international trade and consumer audiences about the region and its AVAs, into a video production filmed by Wildly Simple Productions. The video series, currently broken down into two segments, involves over 24 different Sonoma County producers and is narrated by wine writer, Elaine Chukan Brown. The video is set to be released soon, and can be utilized by all Sonoma County Vintners members in their educational training for trade across the globe.

## SONOMA COUNTY VINTNERS VISA SIGNATURE® PROGRAM



The Visa Signature® program continues to provide brand exposure to direct-to-consumer cardholders from multiple card issuers by promoting an Evergreen Offer that includes savings on tasting room experiences at participating wineries across Sonoma County, with additional benefits and discounts on same-day purchases. We hope to restart the Winemaker Dinner Series sometime in 2021, along with new virtual programming curated for Visa Signature clients. Visa Signature works with an array of clients across different industries including United Mileage Plus, Hyatt, Southwest, U.S. Banks, Navy Federal Credit Union, Alaska Airlines and many more!

## VINTNERS VIBE RADIO SHOW

KSRO's "The Drive" with Steve Jaxon Vintners Vibe continued throughout 2020 with over 25 Sonoma County Vintners winery members, affiliates and beneficiary partners featured. The show is broadcasted on 103.5FM, 94.5FM and 1350AM on alternating Tuesdays with Sonoma County Vintners Executive Director, Michael Haney, at 5:20 p.m. Each show included at least one special guest from a local winery or community organization. Listen to the previous programs [here](#).

## WEBSITE ENHANCEMENTS

This year the Sonoma County Vintners enhanced the infrastructure of sonomawine.com. Not only is the website more efficient, informative and user friendly, visitors can now sort through winery members by their appellation, varietals they produce or their amenities, a useful tool for consumers planning a wine tasting route.

## SIP FROM HOME CAMPAIGN

Sonoma County Vintners implemented a new 2020 Sip from Home webpage. This website was instrumental in keeping the press and consumers informed on the status of tasting room visits, encouraging consumers to purchase wine directly from winery websites or via curbside pickup, and also provided frequent updates on virtual programs. This section of the website saw a substantial amount of traffic and featured consistently refreshed winery promotion information and virtual programs with a seasonal flair. This page was also utilized in the Sonoma County Wine Month campaign and incorporated into numerous social media posts.

## WINE PRESS NEWSLETTER

Sonoma County Vintners/Foundation launched a comprehensive quarterly update this year to keep members apprised of available resources, membership benefits, upcoming program dates and more.

## CINCO DE MAYO VIRTUAL CELEBRATION

Ana Keller of Keller Estate, Humberto Berlanga of The Family Coppola, Cecilia Enriquez of Enriquez Wines and Theresa Heredia of Gary Farrell Vineyards & Winery joined Vanessa Renée from the Sonoma County Vintners for this compelling and entertaining program. The program was live on Zoom and streamed on Facebook with more than 530 audience members. A press release was distributed in advance of the webinar and generated press coverage in *The Press Democrat*, *Wine & Spirits*, *Wine Business Monthly*, KSRO's Good Food Hour, Wine Industry Advisor as well as through several social media influencers posts. View the recorded version of the program [here](#).

## 2020 SONOMA COUNTY BARREL AUCTION PRESENTED BY AMERICAN AGCREDIT

This year, members of the trade participated in the [Sonoma County Barrel Auction](#) virtual format. More than 90 wineries provided "never before, never again" auction lots showcasing world-class wines for the online auction that occurred June 16-18. The first-ever virtual program offered an innovative platform with various touchpoints for winemakers and vintners to gain exposure with key members of the trade.

We are incredibly thankful for our sponsors and participating vintners of the 2020 Sonoma County Barrel Auction! Your partnership during this critical time was crucial to the success of keeping Sonoma County wines elevated.



PRESENTED BY



## 2020 SONOMA COUNTY VINTNERS HARVEST RESOURCE GUIDE

Sonoma County Vintners, with the assistance of multiple community affiliates and sponsors, developed a robust resource list to help member wineries navigate all aspects of harvest. There were several informative webinar opportunities, links to educational resources and company contact information shared to connect winery members with new suppliers, vendors and banking institutions. [Click here](#) to view the guide.

### ZAP WINE FESTIVAL

Sonoma County Vintners was proud to highlight exceptional Zinfandels from Sonoma County at the Grand Tasting Event of ZAP's Wine Festival in San Francisco. The ZAP Wine Festival was held on January 30 and February 1.



### NEW GEN COMMITTEE LAUNCHED

Sonoma County Vintners proudly launched The New Generation (New Gen) committee in July. The New Gen Committee, currently comprised of members with multi-generational connections to Sonoma County is committed to fostering a collaborative environment for small family-owned wineries and building awareness of the craft through philanthropy, education, and stewarding the land for the future. View the complete announcement [here](#).

The New Gen Committee publically launched with a webinar program called "A Family Affair: A Celebration of National Pinot Noir Day". View the recording [here](#).

### SCION

Sonoma County Vintners established a branded academic program called SCION, or Sonoma County Industry Opportunity Network. SCION incorporates our existing educational seminars and webinars offered to members of Sonoma County Vintners, and showcases a series of webinars for 2021 that will potentially include topics such as DTC sales and shipping compliance, marketing, public relations, winery production and many more. The program includes a library of resources for members that will include recordings and presentations of past events, additional information and statistics on relevant wine industry topics, and contact information for our affiliates and sponsors in various industries that can assist our wineries.



#### Planning for 2021 SCION Webinar Series

SCION launched with a special "Planning for 2021 with Sonoma County Vintners" series that included a series of webinars from October through November. View the webinar series [here](#).

#### SCION Webinar Programs in 2021

- Q1 The Pulse on Marketing & Communications in 2021
- Q2 The 411 on DTC in 2021
- Q3 First Steps to Harvest Prep
- Q4 2022 Fast Track on Regulations & Financial Planning



## TASTE OF SONOMA AT HOME VIRTUAL CAMPAIGN PROVED TO BE AN ENGAGING FORMAT

Sonoma County Vintners launched the Taste of Sonoma at Home digital programming set in July. The program shared Sonoma County's wine and culinary delights. Nearly 30,000 email subscribers received insider information on the wine community in Sonoma County, spotlights on the people who make our wineries special, delicious recipes from our fabulous chefs and much more.

The goal was to inspire consumer exploration of Sonoma County wine and food, through engaging content. Several special virtual programs occurred in the month of September. If you would like to see any of the programs, visit the Taste of Sonoma at Home video playlist on YouTube [here](#).

### Campaign Recap by the Numbers:

- Nearly 30,000 consumers reached via on-going robust email campaign
- 22,000+ organic social media impressions
- 65+ million garnered media impressions

## #SIPSOCO2020 CAMPAIGN LAUNCHED

Third-party recommendations play a more important role than ever in helping drive consumers to visit winery tasting rooms. Sonoma County Vintners launched a campaign, to come together online and encourage visitors to share their experiences on social media. The social media giveaway began in August and concluded in October. Tasting room visitors were encouraged to enter to win a Sonoma County swag bag simply by sharing a photo from their visit on their social media channels, with #SipSoCo2020 and a @SonomaCountyVintners tag.

## SONOMA COUNTY WINE MONTH

Sonoma County Vintners created a dynamic campaign for [Sonoma County Wine Month](#) in 2020 that included PR, advertising, and social media. Winery members were asked to submit their special offers/promotions, virtual programs and more that were featured on the Sonoma County Vintners website.

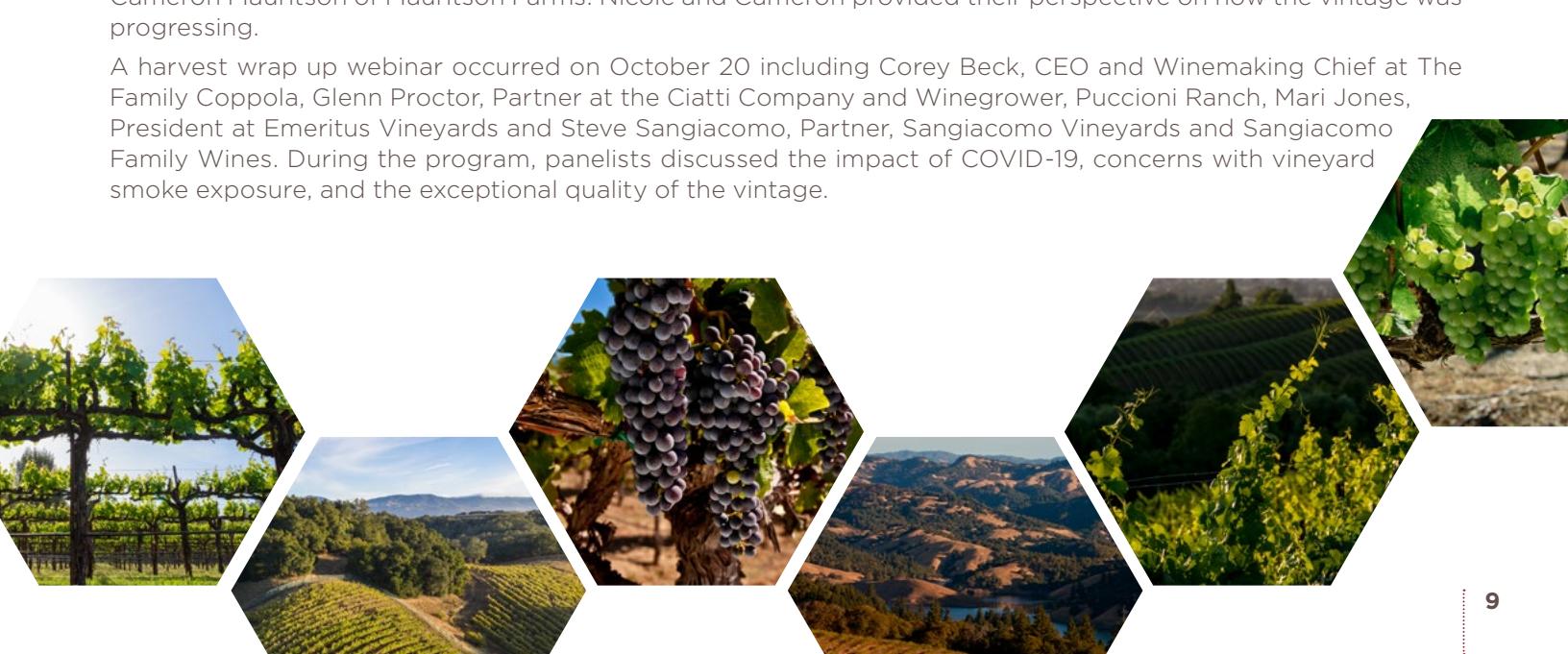
## 2020 SONOMA COUNTY HARVEST UPDATE WITH WINEGROWERS

Sonoma County Vintners Executive Director, Michael Haney and Sonoma County Winegrowers President, Karissa Kruse hosted a Zoom webinar on Wednesday, August 12. The program consisted of an update on the 2020 wine grape harvest. Special guests included Winemaker Nicole Hitchcock of J Vineyards & Winery and Winegrower Cameron Mauritsen of Mauritsen Farms. Nicole and Cameron provided their perspective on how the vintage was progressing.

A harvest wrap up webinar occurred on October 20 including Corey Beck, CEO and Winemaking Chief at The Family Coppola, Glenn Proctor, Partner at the Ciatti Company and Winegrower, Puccioni Ranch, Mari Jones, President at Emeritus Vineyards and Steve Sangiacomo, Partner, Sangiacomo Vineyards and Sangiacomo Family Wines. During the program, panelists discussed the impact of COVID-19, concerns with vineyard smoke exposure, and the exceptional quality of the vintage.



## TASTE OF SONOMA —AT HOME—



# FOUNDATION NEWS & UPDATES

## COMMUNITY GRANTS PROGRAM

Each year, generous guests attending the Sonoma County Wine Auction, help raise much needed funding for our Sonoma County community. The Community Foundation Sonoma County partners with the Sonoma County Vintners Foundation and provides insight, knowledge and resources to aid the Sonoma County Vintners Foundation in distributing funds to local nonprofits throughout Sonoma County. As part of the over \$4 million donated in 2020 to the Sonoma County community through the Sonoma County Vintners Foundation, grants amounting to \$1,060,000 were made to over 85 nonprofit organizations that focus on education, health & human services, the environment and arts & culture. Also, in response to the Coronavirus pandemic, the Foundation allowed beneficiary organizations flexible spending to help address needs that may have arisen. View the Community Grant recipient list [here](#).



## SONOMA COUNTY WINERY & RESTAURANT EMPLOYEE SUPPORT

In Spring 2020, an emergency relief contribution was made to support Sonoma County winery and restaurant employees, who were furloughed and in need. The Sonoma County Vintners Foundation provided an initial investment of \$145,000 from the Foundation's Emergency Relief Fund to organizations including Corazón Healdsburg. Employees of wineries and restaurants that had been furloughed were invited to apply for financial assistance from this program.

## \$1 MILLION DONATED TO CARITAS VILLAGE HOUSING CAMPAIGN

Sonoma County Vintners Foundation contributed \$1 million to the Caritas Village Campaign by Catholic Charities. The funds provided will aid in the development of Sonoma County's largest affordable housing and supported services project in the history of the county. Supportive housing needs remain a critical issue for Sonoma County and was exacerbated with the 2017 fires. To learn more, [click here](#).

## REDWOOD EMPIRE FOOD BANK DRIVE-THRU FOOD DISTRIBUTION

In continuation of a long partnership, the [Redwood Empire Food Bank](#) and Sonoma County Vintners Foundation hosted a food distribution site specifically for furloughed hospitality workers. Individuals who had faced reduced wages or who lost their job at a winery, hotel, restaurant, winegrower, or other hospitality organizations were encouraged and invited to participate in this food distribution. The drive-thru site, hosted by Sonoma County Vintners Foundation and Redwood Empire Food Bank staff, took place on June 12.

## FUND-A-NEED RECIPIENT: BOYS & GIRLS CLUB OF SONOMA - MARIN

Sonoma County Vintners Foundation contributed \$1,490,000 to the construction of a new Boys & Girls Club. Roseland children will benefit at this additional location that will offer academic enrichment programs like their Power Hour, a homework completion program. These programs were proven successful in 2018 as 99.8% of members progressed to the next grade. Construction plans include a state-of-the-art STEM & Technology lab to inspire future career plans, a fully functioning community center for families to access key services, learning opportunities and gathering spaces.

## COMMUNITY CONVERSATIONS BENEFICIARY SPOTLIGHT PROGRAM LAUNCHED

As part of the Sonoma County Wine Auction programming, the Foundation launched "Community Conversations". During this special program, the audience was able to learn more about the Sonoma County Vintners Foundation beneficiary nonprofit organizations. Michael Haney interviewed community leaders from critical organizations including Luther Burbank Center for the Arts and the Sonoma County Black Forum. View the first Community Conversations program [here](#). Watch the Community Conversations program featuring Redwood Empire Food Bank [here](#). This program will continue throughout 2021.

## \$140,000 DONATED TO COVID-19 TECHNOLOGY SUPPORT FUND

Sonoma County Vintners Foundation provided a grant of \$140,000 to the Sonoma County Office of Education COVID-19 Technology Support Fund in November. This grant was made possible by a Fund-A-Need initiative during the 2020 Sonoma County Wine Auction. With these funds, the Sonoma County Office of Education will provide individual grants, based on the unique technology needs, to school districts within the county.

## #GIVINGTUESDAY & #GIVINGTUESDAYNOW CAMPAIGNS

On May 5th, Sonoma County Vintners Foundation was proud to participate in [Giving Tuesday Now](#), a day created by Giving Tuesday as a response to the need that has arisen from COVID-19. This global day of unity gave us a chance to put a spotlight on our 2019-2020 beneficiary partners to showcase their efforts to support our community, especially in this time of need.

On December 1, the Sonoma County Vintners Foundation participated in the traditional Giving Tuesday campaign. This program encouraged people to give and, over the past seven years, has grown into a global movement that inspires hundreds of millions of people to donate, collaborate and celebrate generosity. This year presented many challenges to the Sonoma County community and our support was needed more than ever. We were delighted to participate in this movement to generate more opportunities and funding for those who need it the most. A special thank you to Balletto Vineyards, Bacigalupi Vineyards, Cline Family Cellars, Dry Creek Vineyard, Dutton Estate Winery, Emeritus Vineyards, Ernest Vineyards, Gloria Ferrer Caves & Vineyards, Jeff Cohn Cellars, Knights Bridge Winery, Silver Oak & Twomey Cellars and Valette Healdsburg for their generosity!

To see these social media campaigns, please view Sonoma County Vintners [Facebook](#), [Instagram](#) and [Twitter](#).



## 2020 SONOMA COUNTY WINE AUCTION

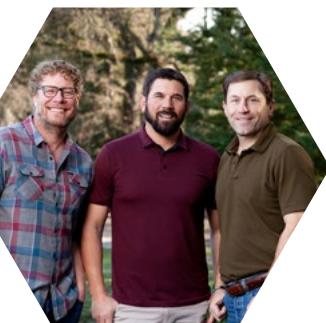
Sonoma County Vintners Foundation and Honorary Chairs – Clay Mauritson of Mauritson Wines, Jake Bilbro of Limerick Lane Cellars and Mark McWilliams of Arista Winery announced the results for the [2020 Sonoma County Wine Auction](#) which raised over \$1.2 million with additional donations continuing to come in to support Sonoma County. Over \$37 million has been raised since the auction's inception, making a direct local impact on education, health and human services, the environment, and arts and culture. The 2020 virtual auction program included a Fund-A-Need campaign dedicated to education and addressing the digital divide among school-aged children in the community.

Leading up to the wine auction, Jake, Mark and Clay hosted a series called "Live Stream Center Stage" providing virtual auction updates. View the program that highlighted auction lots [here](#) and [here](#). The final program introduced the Vintner Honoree Daryl Groom and Chef Honoree Charlie Palmer and can be viewed [here](#).

Thank you to our winery partners, sponsors and donors for your incredible support of the 2020 Sonoma County Wine Auction! For those who would like to make a donation, [click here](#).

### Overall promotions by the numbers:

- 20,600+ people viewed the Sonoma County Wine Auction website
- 432,000+ viewers reached via advertising for the wine auction
- Nearly 15,000 people were reached on social media through a dynamic promotion plan
- 8.4+ million media impressions garnered



## SOCIAL MEDIA GROWTH

- +1,491 Followers on Instagram
- +232 Followers on Twitter
- +169 Likes on Facebook

## PRESS COVERAGE

- 362+ Million impressions in 2020
- \$2.9 Million dollar media value for earned media

## AFFILIATE MEMBERSHIP AT A GLANCE

Sonoma County Vintners Affiliate Membership program continues to engage and connect businesses within our community to our winery membership base through various methods such as dedicated email communications to promote a business's product or service, participation opportunities in webinars and on moderated panels, multiple newsletter features, and the chance to engage on various committees within Sonoma County Vintners. With the launch of our new academic program, SCION, we hope to provide even more opportunities in 2021 to engage virtually, and in-person when it is safe to do so.

## AFFILIATE MEMBERS & SPONSORS

Affinity Creative  
Amaturo Sonoma Media Group, LLC  
Bay Area Wine Solutions  
BPM LLP  
Carle, Mackie, Power & Ross LLP  
Carothers, DiSante & Freudenberger  
Coravin  
Dickenson, Peatman & Fogarty  
Exchange Bank  
First Republic Bank  
Flexjet  
govino  
Gravity Wine House  
Groskopf Warehouse & Logistics /  
Steer Company  
Interwest Insurance Services  
Journeyman Meat Company  
Leap Solutions Group, Inc.  
M.A. Silva USA  
Montage Residences Healdsburg  
Moss Adams, LLP  
northbay biz  
Pack n' Ship Direct  
Park Avenue Catering  
Sonoma Jet Center  
Summit State Bank  
Tonnellerie CADUS  
Tonnellerie Tremeaux  
Union Bank  
Vantreo Insurance Brokerage  
WIN Industry Network  
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## THANK YOU TO OUR INCREDIBLE SPONSORS & AFFILIATES!

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The Press Democrat

### WINERY SPONSORS



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Sonoma County Vintners



# Sonoma County Vintners

## 2020 WINERY MEMBERS

1849 Wine Company	DeLoach Vineyards	Joseph Phelps Vineyards	Pfendler Vineyards
32 Winds	deLorimier Winery	Joseph Swan Vineyards	Pride Mountain Vineyards
ACORN Winery	Domaine de la Rivière	Kanzler Vineyards	Quivira Vineyards
Adobe Road Winery	Domaine Delta	Keller Estate	RAEN Winery
AldenAlli	Donelan Family Wines	Kendall-Jackson	Ramey Wine Cellars
Alexander Valley Vineyards	Dry Creek Vineyard	Knights Bride Winery	Ram's Gate Winery
Alquimista Cellars	DuMOL	Kobler Estate Winery	Rancho Zabaco
Angels & Cowboys	Dutcher Crossing	Kokomo Winery	Ravenswood Winery
Aperture Cellars & Devil Proof Vineyards	Dutton Estate Winery	Korbel	Red Car Wines
Arista Winery	Dutton Goldfield	Korbin Kameron	Reynoso Family Vineyards
Armida	Eco Terreno Wines	Kosta Browne Winery	Robert Young Estate Winery
Arrowood Vineyards & Winery	Eleven Eleven Winery	Kunde Family Estate	Rockpile Vineyard
B.R. Cohn	Emeritus Vineyards	La Crema Winery	Rodney Strong Vineyards
BACA Wines	En Garde Winery	La Follette Wines	Rombauer Vineyards
Bacigalupi Vineyards	EnRoute Winery	la pitchoune	Roth Estate
Balletto Vineyards	Ernest Vineyards	Lambert Bridge Winery	Sangiacomo Family Wines
Banshee Wines	Ferrari-Carano Vineyards & Winery	Landcaster Estate	Sbragia Family Vineyards
Bartholomew Estate Winery	Flambeaux Wine	Landmark Vineyards	Schug Carneros Estate Winery
Belden Barns	Flanagan Wines	Lando Wines	Sebastiani Vineyards & Winery
Bella Vineyards & Wine Caves	Flowers Vineyards & Winery	Lasseter Family Winery	Seghesio Family Vineyards
Benovia Winery	Fog Crest Vineyard	Laurel Glen Vineyard	Senses Wines
Benziger Family Winery	Foley Sonoma	Ledson Winery and Vineyards	Siduri Wines
Black Kite Cellars	Foppiano Vineyards	Legacy	Silver Oak
Bob Cabral Wines	Fort Ross Vineyard & Winery / Sea Slopes	Limerick Lane Cellars	Skipstone
Bricoleur Vineyards	Francis Ford Coppola Winery	Littorai Wines	Soda Rock Winery
Bruliam Wines	Freeman Vineyard & Winery	Lynmar Estate	Sojourn Cellars
Buena Vista Winery	Frei Brothers	MacMurray Ranch	Sonoma-Cutrer Vineyards
Calluna Vineyards	Fritz Underground Winery	MacRostie Winery & Vineyards	Sonoma-Loeb
Captüre Wines	Frostwatch Vineyard & Winery	Marimar Estate Vineyards & Winery	Sosie Wines
Cannonball ELEVEN	Fulcrum Wines	Maritana Vineyards	St. Francis Winery & Vineyards
Carol Shelton Wines	Furthermore Wines	Martin Ray Winery	Stonestreet Estate
Cartograph Wines	Galerie Wines	Martinelli Vineyards & Winery	Stressed Vines
Cast Wines	Gamba Winery	Matanzas Creek Winery	Stuhlmuller Vineyards
Cattleya Wines	Garden Creek Ranch Vineyards Winery	Mauritson Wines	SUTRO Wine Co.
Cenyth	Gary Farrell Winery	Matrix	Taft Street Winery
Chalk Hill Estate Winery	Gloria Ferrer Caves & Vineyards	Mazzocco	Ten Acre Winery
Chappellet Grower Collection	Gonzague & Claire Lurton Vineyards - ACAIBO	Meadowcroft Wines	The Setting Wines
Chateau St. Jean	Gordenker	Medlock Ames	Thompson 31Fifty Wines
Chenoweth Wines	Gracianna	Merriam Vineyards	Three Sticks Wines
Christopher Creek Winery	Guarachi Family Wines	Merry Edwards Winery	Tin Barn Vineyards
CIRQ Estate	Gustafson Family Vineyards	Migration	Tongue Dancer Wines
Cline Family Cellars	H•L•R Cellars	Montagne Russe	Trecini Winery
Clouds Rest Vineyards	Hamel Family Wines	Moshin Vineyards	Trentadue Winery
Collier Falls	Hartford Family Winery	Murphy-Goode	Trione Vineyards & Winery
Comstock Wines	Hirsch Vineyards	Muscardini Cellars	Trombetta Family Wines
Copain Wines	Hook & Ladder Winery	Notre Vue Estate Winery & Vineyard	Twomey Cellars
Cornell Vineyards	Hoot Owl Creek Vineyards	Owl Ridge Wines	Vérité Wines
Coursey Graves	Idell Family Vineyards	Papapietro Perry Winery	Viansa
Coyote Sonoma	Imagery Estate Winery	Paradise Ridge Winery	Viluko Vineyards
Croix Estate	Inman Family Wines	Parmeson Wines	Virginia Dare Winery
Crossbarn Winery	Iron Horse Vineyards	Patz & Hall Winery	VOKEL Cellars
D & L Carinalli Vineyards	J Vineyards & Winery	Pedroncelli Winery	WALT Wines
DaVero Farms & Winery	Jeff Cohn Cellars	Pellegrini-Olivet Lane	Westerhold Family Vineyards
Davies Vineyards	Joseph Jewell	Peter Michael Winery	Westwood Estate Wines
Davis Bynum Winery		Petroni Vineyards	Williams Selyem
Davis Family Vineyards		Pezzi King Vineyards	Wilson Winery
			ZO Wines

Not a Member? Contact Director of Membership Jesslyn Jackson at [jesslyn@sonomawine.com](mailto:jesslyn@sonomawine.com).