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Russian River Valley Winegrowers Announces 2014 Initiatives Neighborhood Initiative, Key Events and New Board Officers

Santa Rosa, CA (February 6, 2014) - Chris Donatiello, Board President for the Russian River Valley Winegrowers (RRVW), announced today the trade association's main initiatives for 2014, following the annual meeting of the organization's vintners and growers. Recently hiring Issima! Public Relations to support marketing initiatives and key events including Passport to Pinot and Single Vineyard Night, the organization is also focused on expanding awareness of the sophistication of this premier Pinot Noir and Chardonnay producing AVA.

Neighborhood Initiative

The Russian River Valley has matured as an AVA, both in the grape varieties raised across its approximately 165,000 acres, as well as in the winemaking techniques used throughout its rich history. Today, the RRVW is seeking to further identify and celebrate the unique attributes and personalities of each distinctive wine stemming from this diverse region. Further defining the region's neighborhoods will deepen understanding of the individual expressions of each wine, while continuing to fascinate Pinot-philies from around the world.

"The goal of the neighborhood initiative is to showcase the diversity and uniqueness of the Russian River AVA as a whole, rather than focus on delineation," said Donatiello. "We are seeking to explain the varying complex and sophisticated wine profiles coming out of this special region."

Guy Davis, of Davis Family Wines will lead a special committee of vintners, growers, industry experts and sommeliers, who share a passion for the Russian River Valley to identify specific neighborhoods by distinguishing the nuances in the wines within each area. The diverse personalities within the Russian River Valley are shown as much in the people that inhabit this area as much as the wines grown here. Long known as a haven for artists, craftsmen, grape growers and vintners, there is an inherently collective creativity to the valley, represented in a "Terrior of the Mind". The expression of each individual contributing to the collective whole with inventive people, individualists and wine pioneers who wish to escape the status quo and let their creative juices flow. The Russian River Valley is truly the home of the artisanal lifestyle.

Upcoming Events for 2014

In celebration of that lifestyle, RRVW will focus on building excitement and awareness of the key events the region and its members are planning for 2014. The Paulée Dinner on May 24 at DeLoach Vineyards will highlight the Third Annual Passport to Pinot occurring throughout the Russian River Valley from May 24-25. Single Vineyard Night in November will bring the Russian River to San Francisco with more than 30 wineries and growers pouring single-vineyard wines from the Russian River Valley.

Board News

The new year also marks new officers and additions to the Board of Directors. For the 2014 year, Chris Donatiello of C. Donatiello Winery will serve as President, Shannon Donnell of Sonoma-Cutrer Vineyards will serve as first VP and Alex Klein of American AgCredit will serve as second VP. The Russian River Valley Winegrowers also welcome new Directors to the Board. They include Dominic Foppoli of Christopher Creek Winery, Tony Lombardi of Kosta Browne Winery, Clay Gantz of Gantz Family Vineyards and Tom Fredericks of Trenton View Vineyards.

About RRVW

The Russian River Valley Winegrowers (RRVW) is a non-profit marketing and educational organization dedicated to maintaining the agricultural diversity of the Russian River Valley while preserving its natural resources and protecting its authentic farming heritage. As a trade association that supports grape farmers and wineries, our nearly 300 members participate in educational seminars, sponsored and consumer events, and community networking. The RRVW provides regular marketing, publicity and community relations support and is committed to promoting the Russian River Valley as the world's premiere winegrowing region. For more information on the Russian River Valley or becoming a member, please email info@rrvw.org or visit www.rrvw.org.