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Suisun Valley Debuts its Buyer-Seller Forum On its Web site... with great success!

Suisun, CA — Suisun Valley Grape Growers Association is extremely pleased with the overall response to their buyer-seller forum; both from their members, and from visitors to their site. President Roger King states, "This has become the most important function of our Web site. Our super-premium grapes offer tremendous value to grape buyers. This is where we can begin to foster relationships with producers who need what we have to offer, super-premium grapes at affordable pricing."

Although King agrees that SVGGA is currently in a crawling, image-building stage, he knows that Suisun Valley Grape Growers are presently crawling faster every day. SVGGA has actively taken many steps to move the image of California's 17th AVA forward, from forming as a group, organizing marketing dollar through funding from the Suisun Valley Fund, then hiring Turrentine Wine Brokerage and Diaz Communications, to building their Web site... all within a couple of years.

It's not overlooked by SVGGA members that Suisun Valley is California's best kept AVA secret; however, historically Suisun Valley was just a few days ahead of Napa Valley in receiving its AVA status in 1982. Furthermore, Suisun Valley borders Napa Valley to the north. It stands to reason that they have a lot to offer, and they do! Those offerings are posted for the world at

www.svgga.com/forum.asp

Tracking their Web site statistics, SVGGA has learned that there's a lot more traffic to the site than anyone would have initially estimated. Also, the most traffic on the www.svgga.com site is the buyer-seller forum. "The demand for our grapes is there. The range and level of quality is very high. This amount of interest is stunning to me," stated King, as he continued to marvel at how successful a Web site is to today's successful business climate.

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An organization whose members are committed to growing ultra premium wine grapes.

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