



Immediate Release
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Media Contact: Jo Diaz
(707) 620-0788
jo@diaz-communications.com

*Suisun Valley Grape Growers Association
hires New Consultant Curtis H. Granger as first marketing director*

Suisun Valley, CA – Suisun Valley Grape Growers Association, a neighboring AVA to Napa Valley, recently obtained the services of Curtis H. Granger as their new marketing director. Mr. Granger will guide SVGGA members' grape sales and advance their buyer relationships.

“We’re excited to have Mr. Granger join our team of professionals,” said Roger King, president of the Suisun Valley Grape Growers Association. “As the first marketing director in our three year history, Curtis brings rich experience in helping similarly sized organizations expand their presence in the market through the establishment of professionally designed and executed marketing programs.”

Mr. Granger has over 21 years of business experience. At his most recent employer, Ripe N Ready Tree Fruit, he was the vice president of marketing and business development. Here, he developed brand and marketing strategies for fresh produce companies, and provided strategic input to the board of directors. Before that, he worked with other fruit companies: the Chilean Fresh Fruit Association and the California Kiwifruit Commission. Prior to this focus of fresh fruit other than winegrapes, Mr. Granger worked within the wine industry, working for the following: California Association of Winegrape Growers, Bien Nacido and French Camp Vineyards, as well as Buena Vista Winery and Vineyards.

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