

Vineyard Region Review

A Look at Grape Producing
Regions Across America



California

Increasing Awareness of Suisun Valley

In an effort to advance awareness of the Suisun Valley American Viticulture Area, established in 1982, the Suisun Valley Grape Growers Association (SVGGA) has engaged the services of Turrentine Wine Brokerage and Diaz Communications.

Located in the southeastern-most quadrant of Napa Valley, Suisun Val-

ley is an AVA comprised of 15,000 acres of Ultra Premium, wine grape farmland, 3,000 of which are planted to wine grapes. The climate of Suisun Valley is just one degree warmer than Napa Valley, and it experiences the same coastal influences of San Pablo Bay throughout the growing season.

Turrentine wine Brokerage will be using this message of Ultra Premium grapes in direct sales methods to their contacts. This service is available to all SVGGA members who want assistance in this direct sales promotion. Growers

will then negotiate individual contracts from developed leads under their own terms. Bill Turrentine states, "Turrentine Wine Brokerage has agreed to make a special sales effort for SVGGA. Many Suisun Valley Grape Growers are state of the art viticulturalists and are already selling to top flight brands." This will further the potential and development of Suisun Valley grape growers.

According to SVGGA President Roger King, "The long term direction of this approach ties in with our strategic plan of building the Suisun Valley AVA. We'll look at the results of this first year effort, and then build upon all the successful aspects. Having Turrentine, a reputable industry brokerage firm, communicating the Suisun Valley AVA to wineries will continue to build recognition for us, and will strengthen the appellation name of Suisun Valley."

Also new is SVGGA's new website. Point your browser to www.svgga.com. America's 17th AVA.

For the public, the site provides information with pages dedicated to appellation history, appellation facts, appellation map and accolades.

For the members, the site provides key data on the Member's Page, "Who the Growers Are" and a buyer/seller forum, e-commerce grape sales exchange.

Diaz Communications has also been hired to work with SVGGA's awareness campaign. "These are two large components of our first year tactical plan, to get our professional grape sales and our PR strengths in place for a major roll-out. This overall combination is the foundation for our forward movement as an Ultra Premium, wine grape growing region," stated Roger King.

SUISUN VALLEY
GRAPE GROWERS
ASSOCIATION



CALIFORNIA GRAPEVINE NURSERY

All Cuttings Ozone Treated At Harvest

Custom Balanced Nutrition Program For
Field Nursery And Increase Blocks

All Vines Are Field Grown

All Vines Have Always Been Hot Water Treated
Post Harvest (At No Extra Charge)

The Highest Grading Standards In The Industry

The Highest Quality Planting Materials Available

We Are A Licensed Agent Of Authentic
ENTAV/INRA Clones From France

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