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SVGGA TIMELINE

Timeline Accomplishments for Suisun Valley Grape Growers Association

In 2002, the general consensus of grape growers in Suisun Valley was that it was time for them to step into the spotlight. Living and working on the most southeastern quadrant of the North Coast AVA, Suisun Valley had been virtually left in the shadow of all their counterparts.

Was this perhaps a strategy of large grape buyers from Napa and Sonoma counties that wanted to keep their treasure trove a secret? Many believe this is a strong possibility. Meanwhile, modern grape growers knew that it was high time for a paradigm shift, and so they formed an alliance, the Suisun Valley Grape Growers Association in 2002. In a rapid fast forward movement, accomplishments have been substantial:

- When the association first began, anyone could count the brands that had Suisun Valley appellation on their labels on their right hand.
- Today, there are 26 brands that proudly display Suisun Valley as the source of their fruit on their front labels.

The 26 wine brands are the following:

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|---------------------------|----------------------------|----------------------------|
| 1. Bask Cellars | 10. Manifesto | 19. Tenbrink Vineyards |
| 2. Blacksmith Cellars | 11. Mankas Hills Vineyards | 20. Terremoto Cellars |
| 3. Boodeaux Vineyards | 12. Olabisi | 21. Thomas Michael |
| 4. Croze | 13. P.B. Hein Vineyards | 22. Trahan Winery |
| 5. Forlorn Hope | 14. Red Côte | 23. Twilight Ridge |
| 6. Hidden Creek | 15. Scholium Project | 24. Vezer Family Vineyards |
| 7. King Andrews Vineyards | 16. Shale Peak Vineyards | 25. Winterhawk Wines |
| 8. Koch Wine | 17. SVGGA wines | 26. Wooden Valley Winery |
| 9. Ledgewood Creek Winery | 18. Sunset Cellars | |

Of note, Stags' Leap Winery fame, Carl Doumani uses Suisun Valley fruit for his Panza Petite Sirah, while Quixote is his other current wine brand.

The SVGGA Vintners Committee was formed early in 2009, in order to better serve the grape growers, as they planned consumer events that would showcase their wines. Within a very short time of announcing their Passport Sunday on April 19, 2009, it quickly

sold out, proving that while this was their first such consumer event, it surely was not going to be their last. They have consequently created the 2009 Harvest Celebration.

AVGGA Milestones

- SVGGA hired Turrentine Brokers to help sell their wine to more than the bulk market (Feb. 2004)
- SVGGA hired Diaz Communications to help market themselves with PR and a Website. (Mar. 2004)
- Suisun Valley debuted a buyer-seller forum, for more direct sales opportunities (Feb. 2005)
- Weather stations were installed to augment two existing ones, in order to gather data and prepare for climate studies. (Sept. 2006)
- Farmers moved toward helping to craft the new general plan, in order to guarantee that their children's children will still be able to farm in Suisun Valley, if they so chose to do that. (Oct/ 2006)
- Created a strong strategic plan, taking it from present market conditions into a solidly structured future. (Apr. 2007)
- Co-op Tasting Room signaled a significant growth spurt. Brands in the Co-operative Tasting Room included King Andrews Vineyards, Shale Peak Vineyards, Sunset Cellars, Twilight Ridge, and Winterhawk. (Jun. 2007)
- Additional brands appellated to Suisun Valley are Bask Cellars, Koch Wine, Tenbrink, Mankas Hills Vineyards, Vezer Family Vineyard, Croze, Forlorn Hope, Manifesto, Olabisi, Tenbrink, Thomas Michael Cellars, Trahan Winery, Blacksmith Cellars, and Scholium Project. Many of these brands are located out of Suisun Valley; however, the grape growers are coming into Suisun Valley to source great fruit. (Sept. 2007)
- 25th AVA Celebration had the entire valley show solidarity for night of food and wine. (Dec. 2007)
- Separate valley event among the wineries established as part of their 26th celebrations. (Dec. 2007)
- Grape Growers in Suisun Valley hired Dr. Paul Skinner of Terra Spase, Inc. (Apr. 2008)
- SV AVA Climate & Topography Study was disclosed to the SVGGA Board of Directors (July 2008)
- Additional wine brands discovered as Suisun Valley is approaching their 26th Anniversary. (P.B. Hein, Bodeaux Vineyards, Hidden Creek Cellars, Quixote, Red Cote, and Terremoto Cellars)
- The 26th AVA Celebration enjoyed another successful night of food and wine, as well as wineries being overwhelmed with consumers enjoying the valley during last weekend of 2008. (Dec. 2008)
- April 19, 2009, Suisun Valley initiates Passport Sunday with great success, as a sell out. (Apr. 2009)

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