



IMMEDIATE RELEASE

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Co-op Tasting Room Signals Significant Growth Spurt

Suisun Valley Wine Cooperative opens June 2007

SUISUN VALLEY: Suisun Valley's been silently growing winegrapes since the late 1800s. On December 27, 1982, it established itself as an AVA. In 2002, the Suisun Valley Grape Growers Association was formed. The next benchmark achievement for this Californian winegrowing late bloomer... A co-op tasting room in Suisun Valley.

Details:

- o Location: 4495 Suisun Valley Road, Suisun Valley CA 94534
- o Telephone: 707-864-3135
- o Web: www.svwincoop.com
- o Email contact: sales@svwincoop.com
- o Hours: Thursday through Sunday; 12:00 p.m. to 5:00 p.m.

This new tasting room location formerly was the *West Wind Winery*, which operated in Suisun Valley from 1988 to 1992. Current brands that are part of the Suisun Valley Wine Coop's grand opening this June 11, 2007 are the following:

- o Sunset Cellars
- o King Andrews Vineyards
- o Winterhawk
- o Twilight Ridge
- o Shale Peak Vineyards

There's additional interest from other brands also wanting to share space, although they're not yet ready to launch. When ready, they expect to partner with the coop, and those details will follow. For now, it's the four above brands that will begin the operation.

According to Doug Sparks of *Sunset Cellars* and *Twilight Ridge*, "Being part of this opening is very important for us. If we want to expand, it's extremely important to be able to market our wines directly to consumers. It's a critical step for future business. It's also a critical step, because a tasting room let's us gather direct feedback from consumers. These thoughts and comments allow us integrate their reactions into our business practices. Wine is made to be enjoyed... Consumers give us important feedback, which we take to heart."

SVGGA is an organization whose members are committed to growing ultra premium wine grapes.

Suisun Valley Grape Growers Association * 4160 Suisun Valley Road, Suite E - 141

Suisun Valley, CA 94534 * www.svgga.com * info@svgga.com (1)



This isn't a Johnny-Come-Lately venture for Sparks. He's the first to tell you that he's been looking in Suisun Valley for a place to hang his shingle for a very long time. Doug's keenly aware that Suisun Valley is an up-and-coming region, for not only high-quality grape sources, but also for superlative wines. These wines are either being produced and labeled as a Suisun Valley appellation, or they're being made by others who may (or may not) appellate them. According to Sparks, "Today, the level of recognition is lower than it should be for the quality of Suisun Valley's grapes. I've known this for a long time. Creating a critical mass of wineries from this region will, however, help to get out the real story. If Sunset Cellars and Twilight Ridge can contribute to that critical mass, we'll be very pleased."

Reflecting on last year's grapes purchases, Doug estimates that 80 percent of the grapes used to make Sunset Cellars' wines were grown within four miles of this coop tasting room. He believes that getting really close to that source is going to make a huge difference. This will give his brands the flexibility they need to expand production. Doug points to wine competition results for his Suisun Valley 2002 vintage wines, which have appreciably proven themselves in many contests.

Other major players in this new Suisun Valley Wine Cooperative are Roger King, of **King Andrews Vineyards** and **Shale Peak Vineyards**, and Don Johnson of **Winterhawk**.

King's grapes have traditionally been purchased by others, with those wines receiving major national acclaim. This coop allows King to expand his grape growing enterprise, fulfilling the eventual dream of many growers who recognize that if they create a superior product, the expression of that wine defines the capability of their vineyards.

For Don Johnson, this is the new label for him, which will lead with Merlot and Chardonnay, but Johnson is also looking to produce Syrah, Petite Sirah, Cabernet Sauvignon, and Zinfandel in the near future to round out his product line.

Other wineries in the region are **Wooden Valley**, **Ledgewood Creek**, **Mankas Hills Vineyards**, and **Vezer Family Vineyard**. These wine companies welcome this new coop with open arms, because the more tasting room opportunities that exist in this tiny appellation, the more interesting a day trip becomes in this bucolic winegrowing region.

While Suisun Valley is a step back in time for those who visit, there's a sharp eye toward the future from their winegrape growers, as this late bloomer begins to gloriously emerge.

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Attachment: Map



Suisun Valley Wine Co-op
4495 Suisun Valley Rd
Fairfield, CA 94534
Tel:707 864-3135

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