

TOP 5 REASONS

TO PURCHASE SONOMA COUNTY GRAPES & BULK WINE THIS HARVEST
Let Sonoma County Winegrowers complete your winery's portfolio



1 MOST SUSTAINABLE WINE REGION IN THE WORLD!

- 99% of our vineyard acreage is certified sustainable by a third-party auditor. That means growers follow 140 best practices for farming sustainably.
- Sonoma County is finding local solutions for climate adaptation through an exclusive partnership with the California Land Stewardship Institute. This program is the first of its kind for agriculture.
- Starting with the 2017 vintage, any wine made from at least 85% sustainable wine grapes from Sonoma County can use our certified sustainable winegrowing label. Contact us for more information.



Show off your commitment to sustainability and put the Sonoma County sustainable wine logo on your labels!

2 DIVERSITY – SONOMA COUNTY IS HOME TO OVER 66 DIFFERENT WINE VARIETIES!

- Most popular red/white varieties include: Pinot Noir, Cabernet Sauvignon, Zinfandel, Chardonnay, Sauvignon Blanc and Pinot Gris – but you can find many others for your program!
- Mountains, valleys, 50 miles of coastline and more soil types than France necessitate 18 American Viticulture Areas. The possibilities for wine grape varieties, farming techniques and styles are endless!
- Sonoma County is home to well-known and loved AVA's such as Russian River Valley, Dry Creek Valley and Alexander Valley

Sonoma County Winegrowers
3245 Guerneville Rd,
Santa Rosa, CA 95401

 info@sonomawinegrape.org

 707-522-5860

 @SonomaGrapes

 @SonomaCountyWinegrowers

3 POPULARITY – SONOMA COUNTY IS HOT!

- Sonoma County is one of only two of the top 20 world wine regions for which awareness is on the rise! A 2018 study of frequent premium wine drinkers showed that awareness of the region had grown from by 5% between 2016 and 2018.
- In addition to many wine accolades and high-scores, Sonoma County was named Wine Enthusiast's Wine Region of the Year in 2019!
- Sonoma County benefits from over \$15 million in collective marketing programs for the wine region

*Wine Intelligence, 2018. Frequent premium wine drinkers = at least twice per month and typically spend \$15+ off-premise)

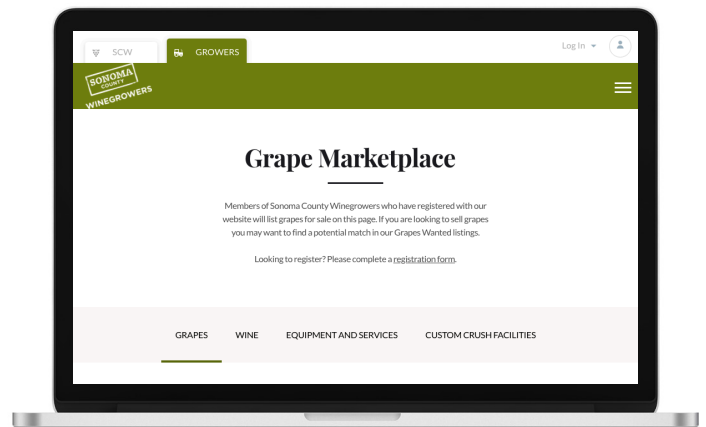


4 QUALITY – SONOMA COUNTY IS A WORLD-CLASS WINE REGION

- Sonoma County wines have a long history of high-scores and accolades for quality.
- 80% of Sonoma County vineyards are 100 acres or less. Our growers are focused on growing the highest quality sustainable winegrapes from each site.

5 PURCHASING IS EASY!

- You can find hundreds of grape and bulk wine listings directly from local winegrowers by visiting our Grape Marketplace at: sonomawinegrape.org/growers/grape-marketplace
- We are here to help! Reach out and let us help connect you with the best grower, company or brokerage who can assist you in expanding your portfolio. We are also happy to answer any questions!





SONOMA COUNTY WINEGRAPE SALES

FAQ

WHY SHOULD I PURCHASE SONOMA COUNTY GRAPES?

Sonoma County is a unique and world-class wine region with endless possibilities for expanding your wine portfolio, reaching new wine consumers and increasing your wine margins. Listed below are several of the benefits you can anticipate by offering a Sonoma County wine. We also encourage you to read our guide "[Top 5 Reasons to Purchase Sonoma County Grapes and Bulk Wines this Harvest](#)".

- **Sustainability:** Sonoma County is the most sustainable wine region in the world. The county has over 99% of vineyard acreage certified sustainable and starting with the 2017 vintage, you can use our Sonoma County sustainable winegrowing label on your wines! Now, more than ever, sustainability matters to both the wine consumer and wine trade. Here is some [recent research](#) that demonstrates why sustainability should be at the core of your wine messaging.
- **Diversity:** Sonoma County is home to 18 American Viticultural Areas and over 66 different wine grape varieties, allowing you to expand your wine portfolio as early as this harvest. You can offer wine varietals that may not naturally grow well in your soils and climate.
- **Popularity:** Sonoma County is well-known and loved, scores high in research for brand name awareness and was named Wine Enthusiast's 2019 Wine Region of the Year in their annual Wine Star Awards.
- **Quality:** Sonoma County wines have a long history of high scores and accolades for quality as well as a large portfolio of vineyard-designate wines that are recognizable in their own right, helping you make wines that are instantly known by wine lovers.
- **Ease:** In Sonoma County we have fast access to many professional wine services, so growers have the resources to help source shipping to your location based on your specific contract. Just browse our [Grape Marketplace](#) for available fruit to get the conversation started!

WHERE CAN I PURCHASE SONOMA COUNTY GRAPES?

- To view a list of current grapes for sale in Sonoma County please visit our Grape Marketplace on our website at www.sonomawinegrape.org/growers/grape-marketplace. Here you can search all grapes for sale by varietal, AVA, and sustainability status/certification.
- If you don't find what you are looking for on our Grape Marketplace, global bulk wine and grape brokers [Ciatti](#) and [Turrentine Brokerage](#) are able to help you with your grape purchases or to answer any questions you may have.

WHAT IS THE SONOMA COUNTY SUSTAINABILITY LOGO?

Wine Brands may use the Sonoma County Sustainability logo when 85% of the grapes in each bottle are sourced from a Sonoma County certified sustainable vineyard. This well-tested label works much like a “Good Housekeeping” seal of approval and resonates with both wine consumers and the wine trade. With over 99% of Sonoma County vineyards certified sustainable, purchasing grapes and bulk wine appellated from Sonoma County is a quick way to become part of the sustainability wine movement and deliver the product that the market is looking for.



WHAT IS THE AVERAGE PRICE PER TON FOR SONOMA COUNTY GRAPES?

To view current and historical pricing per ton for each individual grape variety, please reference the USDA Grape Crush Reports (District 3). USDA has Grape Crush Reports available online dating back to 1976. [Here is the link](#) for your convenience:

HOW SHOULD I EXPECT TO TRANSPORT GRAPES OR BULK WINES TO MY AREA?

There are many options for transporting grapes and/or wine regardless of your destination within the U.S.

1. Some clients use refrigerated trucks or dry ice and transport the fruit in bins immediately after it is harvested from the vineyard.
2. Another option is to have the grapes crushed here in Sonoma County and ship pre-fermented juice.
3. A third option is to purchase bulk wines from a broker who can help arrange delivery.

Details such as picking date, labor and transportation method should be negotiated and contracted between you and your Sonoma County partner.

WHEN IS HARVEST IN SONOMA COUNTY?

Harvest on sparkling wines typically starts any time from mid-July to late August with the season for all wine grapes running through the end of October to mid-November. Grapes and bulk wine are available now, and will continue to be posted for sale throughout the harvest months and all year-around.



We Love Agriculture: For every acre of winegrapes in Sonoma County there are two acres of other diversified Ag such as apple trees, dairies, cut flowers and produce!