



SUSTAINABLE WINEGROWING LOGO AND PROMOTION GUIDE

- CONSUMER INSIGHTS
- LABEL USAGE GUIDE
- MARKETING OPPORTUNITIES



SONOMA COUNTY WINEGROWERS BY THE NUMBERS

1800
Grape Growers

85%
Family Operated Farms

99%
Vineyards Certified Sustainable

1.3 Million
Cases bearing the Sonoma County
Sustainable Winegrowing Label...
and counting!

The Future:

As we look toward the future and continue our leadership in sustainability, Sonoma County Winegrowers has partnered with the



California Land Stewardship Institute to pilot agriculture's first Climate Adaptation Certification program for local winegrowers. This program was designed by the California Land Stewardship Institute and Sonoma County's Winegrowers will be the first to achieve certification. We believe local solutions are the key to global issues.

To learn more, visit Sonomawinegrape.org

JOIN SONOMA COUNTY'S SUSTAINABILITY MOVEMENT



In 2014, the winegrowers in Sonoma County made a collective commitment to making sure every vineyard in Sonoma County was certified sustainable.

Sustainability certification encompasses strict standards and includes a "triple-bottom line" approach to sustainability (socially responsible, environmentally conscientious and economically viable as a business). Certification includes a focus on continuous improvement, ensuring sustainable practices evolve each year.

Today, **99% of the vineyard acreage** in Sonoma County has been certified sustainable by a third-party program, making Sonoma County the most sustainable winegrowing region in the world.

Consumer demand for sustainable wines has never been stronger. Sustainability helps to preserve agriculture and multi-generational family farms and consumer research shows a strong desire for sustainable wine. We invite you to learn more about how your wine brand can partner with Sonoma County Winegrowers to promote your sustainability commitment to consumers and members of the trade

Who we are: Sonoma County Winegrowers (SCW) represents the 1,800 winegrape growers in Sonoma County. SCW is a marketing and educational organization dedicated to the promotion and preservation of Sonoma County as one of the world's premier grape growing regions.

DEMAND FOR SONOMA COUNTY SUSTAINABLE WINE

The Sonoma County Winegrowers launched a Sustainable Winegrowing Logo in 2017 to support winery partners and drive consumer awareness and support for our sustainability initiative. This label acts as a “good housekeeping” seal for consumers looking for sustainable wines.

Surveys conducted in 2017 and 2019 by Wine Intelligence concluded the following:

74%

Of respondents indicated they would consider buying sustainably produced wine in the future.

9 out of 10

Millennials state they are “willing to pay” more for sustainably produced wine.

\$3

Was the average premium consumers indicated they were “willing to pay” for a sustainably produced wine.

Consumers reported their top motivations behind purchasing wine labeled as sustainable were:

51%

Reported they like the wine/taste (indicating an association between sustainability and quality).

40%

Reported they support sustainable agriculture in general

39%

Reported they believe sustainable products are better for the earth/environment



LIKELIHOOD TO BUY SUSTAINABLE WINE BETWEEN 2 BOTTLES OF WINE WITH SIMILAR LOOK, PRICE AND STYLE

Likelihood to buy sustainable wine when given a choice between 2 bottles of wine with otherwise similar look, price and style

Source: Wine Intelligence, Vinitrac® USA, July 2017



LOGO USAGE AND ELIGIBILITY



The Sonoma County Sustainability logo for wine labels launched with the 2017 vintage. It is TTB approved and is available in a variety of colors, intended to compliment existing wine branding.

ELIGIBILITY & REQUIREMENTS

85% of the grapes

Must be certified sustainable grapes from Sonoma County verifiable through a chain of custody audit.

BRAND INTEGRATION

THE SONOMA COUNTY SUSTAINABILITY LOGO IS DESIGNED TO INTEGRATE WITH YOUR BRAND'S LOOK AND FEEL.

Brand Guidelines are flexible

Logo must appear at a minimum size of 5/8 inch.

Satisfies Conjunctive Labeling Requirements when logo is printed at 1 inch diameter.



Minimum Print Size

45 points / .625"



Conjunctive Labeling Minimum Print Size

72 points / 1"



Suggested Colors



SUSTAINABILITY CREATES DIFFERENTIATION



ON THE SHELF

- With 99% of vineyards certified, Sonoma County is the most sustainable wine region in the world
- According to 2019 Nielson data, Sonoma County Wine garners 2X the sales price of California wine on average
- 71% of consumers would purchase a sustainably produced wine over one that is not, according to the Wine Institute
- Sustainability creates messaging alignment with key health-focused retail accounts

AT THE WINERY

- Allows for sustainability messaging across your DTC channels
- Certification legitimizes your sustainability efforts
- Sustainability lends itself to great story telling from a host with a captive audience
- Supports the connection between wine and food, as food has important sustainability components with which consumers are familiar



BRING SUSTAINABILITY TO LIFE WITH AUGMENTED REALITY

Download the Sonoma County Sustainable Wine app and explore wines that have the technology on the label. Each label tells the story Sonoma County's sustainability commitment and is customizable for each wine's particular sustainability origin. Try it for yourself today, and contact us to learn more about how your brand can join in featuring this exciting technology on your label!



SCW LOGO PROMOTION

Sonoma County Winegrowers offers many unique marketing opportunities for wineries participating in the Sonoma County Sustainability logo program. Our marketing department will work with yours to determine the best programs available to introduce your wines to key consumers, trade and media!

SOME OF THE PROGRAMS AVAILABLE TO SUSTAINABLE LABEL PARTNERS INCLUDE*:

ANNUAL SCW PROMOTIONS AND ACTIVITIES:

- Feature on Off the Vine Radio Show
- Social Media Spotlight
- Opportunity to participate in programming or advertising with SCW key partners such as FOOD & Wine Magazine and the Guild of Sommeliers
- Research via Marketing Toolkit and staff training on sustainability and the label

OPPORTUNITIES TO FEATURE WINES FOR MEDIA AND CONSUMERS:

- Food & Wine Classic in Aspen, Pebble Beach Food & Wine, Grand Tasting
- Sonoma in the City – Media dinners / deskside media meetings featuring sustainable wines
- Sonoma County Sustainability Camp for Media guests

MARKETING OPPORTUNITIES FOR TRADE:

- Food & Wine Classic in Aspen, Opening Sommelier Reception
- Pebble Beach Food & Wine “Somm Smackdown” Reception
- Sonoma County Harvest Somm Camp
- Sonoma in the City in-market master classes with Guild of Sommeliers
- Top Somm partnership with Guild of Sommeliers and local hosted somm lunches

POURING OPPORTUNITIES / WINE FEATURE FOR WINEGROWING COMMUNITY:

- Dollars & \$ense Seminar & Tradeshow Luncheon
- Sustainable Winegrowing Field Day Luncheon
- Grower Seminar, Tradeshow and BBQ Luncheon



*Access to SCW Key Marketing Programs and Events are subject to sponsorship commitment. Change and selection of events and wines is at the discretion of SCW. We will do our best to accommodate your first choice of promotion, but participation or your first choice is based on the needs of the event and is not guaranteed.

POINT OF SALE OPPORTUNITIES

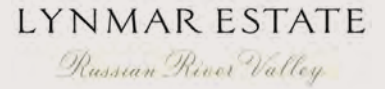
IN ADDITION TO USING THE SUSTAINABILITY LOGO ON WINE PACKAGING, THE LOGO MAY ALSO BE USED ON MERCHANDISING, WEBSITE, SOCIAL MEDIA AND POINT-OF-SALE MATERIALS.



PARTICIPATING WINERIES



Estate Grown • Estate Bottled • Sonoma County

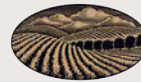


GARY FARRELL

— VINEYARDS & WINERY —



DAVIS
BYNUM



DUTTON ESTATE
WINERY



SANGIACOMO

**SONOMA
COUNTY**
WINEGROWERS

Sonoma County Winegrape
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SONOMA-CUTRER