



SONOMA VALLEY VINTNERS & GROWERS ALLIANCE RINGS IN THE 194th HARVEST

SONOMA, CA (July 19, 2018) - The Sonoma Valley Vintners & Growers Alliance (SVVGA), a non-profit trade association representing more than 100 wineries and 140 grape growers in Sonoma Valley, kicked off the 194th winegrape Harvest in Sonoma Valley with a celebration at Serres Ranch on July 18th.

The Harvest Kickoff Party dawns an exciting new tradition for the Sonoma Valley wine region, that celebrates our industry and valley's most anticipated time of year, Harvest. The Harvest Kickoff Party recognizes the hard work and unprecedented dedication of Sonoma Valley vintners and growers in producing the highest quality winegrapes and world-class wines.

Former SVVGA Board President and vintner, Squire Fridell of [GlenLyon Vineyards & Winery](#), introduced Steven Sangiacomo of Sangiacomo Family Vineyards, a third-generation grape grower and farmer in Sonoma Valley who stood in for his father Angelo Sangiacomo who was voted the Honorary Bell Ringer of the first commemorative Sonoma Valley Harvest Bell. The mission-style bell ringing symbolizes the beginning of Sonoma Valley's most anticipated time of year and signals to the community that Harvest has begun.

Further commemorating the new tradition, SVVGA Board President and vintner Kenneth Juhasz of [Auteur Wines](#), continued the celebration with a sabering of [Gloria Ferrer Caves & Vineyards](#) sparkling wine and led the audience of more than 200 vintner, grower and wine professional members in a toast for a safe and bountiful Harvest. "Sonoma Valley is home to many multi-generational winegrowers and winemakers and the Sangiacomo family are the perfect representatives to help us ring in and celebrate the beginning of Harvest together as a community," said Kenneth Juhasz. "Our heritage of leadership in California winemaking, exceptional growing conditions and iconic vineyard sites, and commitment to winegrowing and winemaking world-class wines is especially evident in the grapes and wines we are producing."

The Sonoma Valley wine community finished the beautiful evening in the vineyards with a BBQ prepared by Rob Larman of [Cochon Volant BBQ and Smokehouse](#). The menu included classic American barbecue dishes including BBQ Baby Back Ribs, 14-hour Five Dot Ranch Beef Brisket, Brined and Smoked Chicken Breast, paired with some delicious sides, topped off with a blueberry cobbler dessert featuring [Serres Ranch](#) Blueberries!

The entire Sonoma Valley community is invited to participate in a valley-wide bell ringing at 12 noon on the first day of Harvest. When the first winegrape 'pick' is announced, members of the Sonoma Valley community can participate by ringing their own bells and horns. SVVGA encourages community members and the public to follow along on these Social Media channels: [Facebook](#), [Instagram](#), and [Twitter](#) for updates and news alerts on the Sonoma Valley Harvest and the first winegrape pick.

Special thanks to our generous Harvest Kickoff Party Event Sponsors [Wilbur-Ellis Company](#) and [Sonoma Clean Power](#), our Official Culinary Partner Cochon Volant BBQ and Smokehouse and the Serres Family for hosting the event.

About SVVGA

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit organization serving over 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine and history as the birthplace of the California wine industry. Sonoma Valley comprises six of the seventeen American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Coast, Sonoma Mountain and Sonoma Valley. To learn more about the SVVGA visit www.SonomaValleyWine.com or call 707-935-0803.

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