



PRESS RELEASE

For Immediate Release

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Placer County Wineries Form Vintners Association

(Auburn, CA) - Placer County is embracing its heritage as a viable wine producing region, the most notable evidence of which is the recent formation of the Placer County Vintners Association (PCVA). Eight Placer County wineries recently joined forces to form the group, which is believed to be the first commercial winery association to be established in the historic wine-making region. The association's mission is to promote Placer County as a premier wine destination while showcasing the area's award-winning wines. Current PCVA member wineries include; Baumbach Wines, Le Casque, Dono Dal Cielo, Fawnridge Winery, Lone Buffalo Vineyards, Mt. Vernon Winery, Viña Castellano and Wise Villa. Additional Placer County wineries are expected to join the group's collaborative efforts in the near future.

"The goal of the association is to develop strategic partnerships and promotional opportunities to increase awareness of Placer County's award-winning wines, to improve consumers' knowledge and enjoyment of local wines, and to add value to the communities we serve," commented PCVA president, Stewart Perry, owner of Fawnridge Winery. "We are looking forward to coordinating our events and working together to promote the region. Many people are still not aware that there are award-winning wines right here – so close to home at our member wineries," he added.

In addition to looking to the future, the new association also gives a nod to the Region's little known past by incorporating its history into their branding. The association's website tells the story - in 1848, the Frenchman, Claude Chana, who discovered gold in Auburn Ravine, planted the first grape vines in Placer County. Along with the miners, the Gold Rush brought European winemakers who established larger vineyards and started producing increasing quantities and varieties of wine. In the 1860s winemaking became a thriving industry and many miners became winemakers, giving the region more vineyards and wineries than Sonoma and Napa combined. All this history was virtually wiped out during Prohibition when most vineyards were converted to pear, apple and citrus orchards.

"With the launch of the Placer County Vintner's Association, Placer County is re-establishing itself as a high-quality wine-producing region," observed Phil Maddux, winemaker and owner of Lone Buffalo Vineyards.

Visitors to Placer County wineries will find their experience to be a refreshing change from the more commercialized and less personal wine tasting of larger wine regions. "We're still able to offer a unique, personal experience for each of our guests. Most Placer County wineries are family-owned, small production wineries where tasting means talking directly with the owner and winemaker," Maddux added.

PCVA member wineries are scattered along the scenic Placer County Wine Trail, a county-wide wine trail that runs from Loomis to Newcastle, Auburn and Lincoln. Accessible from I-80 and Highway 49, the wine trail is an easy 30 minute drive from Sacramento. Visit www.placerwine.com for Placer County Wine Trail maps and information about PCVA member wineries.

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