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CARNEROS WINE ALLIANCE ANNOUNCES AFFILIATE MEMBERSHIP FOR TRADE, SMALL BUSINESSES AND THE COMMUNITY-AT-LARGE

CARNEROS, CA (April 29, 2009): The Carneros Wine Alliance announces a new Affiliate Membership for members of the trade, small businesses and the wine-loving community at large. Previously, only growers and vintners in the Carneros region were able to join the CWA as members.

“This program enables us to build value for our Affiliate Members through a diverse selection of benefits, ranging from discounts at Carneros Wine Alliance member wineries, to participation in the exciting new events of the CWA,” said Steve Sangiacomo, Sangiacomo Family Vineyards and Chair, CWA Board of Directors.

The Affiliate Membership includes a variety of benefits and discounts at participating Carneros Wine Alliance wineries. The first six wineries to participate in the Affiliate Membership program are:

- Bonneau Wines
- Havens Wines
- MacRostie Winery & Vineyards
- Robert Stemmler Winery
- Schug Carneros Estate Wines
- ZD Wines

Cost of the Affiliate Membership is \$250 per year (one card per member) and includes two free tickets (value \$150) to the 4th Annual Carneros Heritage Fest on May 30; discounted tickets for the “Next Generation” Winemaker Dinner, Friday, May 29 the evening prior to the Carneros Heritage Fest; early registration and discounts to the fall

Pinot Plus 3 Auction and Passport Event (October 17th), quarterly issues of the organization's newsletter, and promotional recognition on the CWA website.

A range of discounts for wine, tasting room specials and other programs at participating CWA wineries will also be offered throughout the year.

A special membership card will be issued to each Affiliate Member. For more information, please see: www.carneros.com/affiliate and also www.carnerosheritagefest.com

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