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FOR IMMEDIATE RELEASE

The Carneros Wine Alliance Unveils a New “Voices of Carneros” Campaign, Updates Website and Prepares for a ‘Year of Chardonnay’ focus in 2014

Carneros Wine Alliance shares locals’ insights and secrets of a wine region that spans two counties and produces some of the finest Chardonnay, Pinot Noir and Sparkling Wines

Carneros, Napa and Sonoma, CA, February 10, 2014—The Carneros Wine Alliance, a non-profit association of wineries and grape-growers in the Carneros American Viticultural Area (AVA), today announced that the association has launched a new online media campaign called “The Voices of Carneros,” unveiled an updated website, and is focusing on Carneros Chardonnay in 2014. The new campaign and website were introduced as they prepare for their 30th anniversary as one of the founding California AVA associations in 2015.

The Voices of Carneros campaign will feature Carneros locals, from winemakers to farmers and growers, and will be published regularly on the alliance website and across all social media outlets. Each piece will share the insight, knowledge and secret spots of Carneros locals, as a way for others to get a better understanding of this unique region. The Carneros Wine Alliance’s new website, Carneros.com, has been updated to provide visitors and locals alike more information on this world-renowned cool-climate wine region known for Pinot Noir, Chardonnay and Sparkling Wines.

“Carneros was the first California AVA to span two counties and we are a complex appellation that is deeply rooted in agriculture and history,” said TJ Evans, Carneros Wine Alliance Chair and Winemaker for Domaine Carneros. “The Carneros region is as authentic as those who live and work here and we hope that these shared insights and tips will entice people to visit our region whenever they come to Napa or Sonoma.”

Carneros is located at the crossroads of two major wine regions, the Napa and Sonoma Valleys. A cool-climate appellation influenced by the waters of the San Francisco Bay, Carneros has long been known for Chardonnay, Pinot Noir and sparkling wine production. The first California wine region to be defined by its climate characteristics rather than political boundaries, vineyards were first planted in this area as early as the 1830’s, with the first winery established here in the early 1870’s. Carneros achieved official AVA status in 1983 and is renowned for its Chardonnay, Pinot Noir and sparkling wine production. The Carneros Wine Alliance was founded two years after the initial AVA was formed and will celebrate their 30th anniversary in 2015.

“As a Carneros local I see how unassuming and down-to-earth this region is,” said Alison Crowe, Winemaker at Garnet Vineyards and the first local featured in The Voices of Carneros campaign. “It’s really a genuine wine country experience that is not found in other local areas and I was very honored to be able share my secret Carneros locations.”

The Carneros Wine Alliance will focus on Chardonnay in the region throughout 2014 through various social media campaigns and small events. Carneros is well known for this cool-climate varietal and many producers throughout Napa and Sonoma have their Chardonnay vineyards in Carneros.

ABOUT THE CARNEROS WINE ALLIANCE:

The Carneros Wine Alliance is a non-profit association of wineries and grape-growers in the Carneros American Viticultural Area (AVA). Carneros is located at the crossroads of two major wine regions, the Napa and Sonoma Valleys. A cool-climate appellation influenced by the waters of the San Francisco Bay, Carneros has long been known for Chardonnay, Pinot Noir and sparkling wine production. The Carneros Wine Alliance is committed to promoting the distinction, diversity and above all, quality, of grapes and wines from Carneros. Visit Carneros.com // [@CarnerosWine](https://www.facebook.com/CarnerosWine) - [Facebook](https://www.facebook.com/CarnerosWine), [Twitter](https://twitter.com/CarnerosWine), [Flickr](https://www.flickr.com/photos/CarnerosWine).