



Wine Brand Application: Sonoma County Sustainability Label

Overview

Wine Brands who make wine that is **sourced from Sonoma County grapes which are certified sustainable, may be eligible** to use the label on wine bottles. Sonoma County grapes must be certified sustainable under at least one of the following four accepted sustainability programs:

- Certified Sustainable (CSWA)
- Fish Friendly Farming
- Sustainability in Practice (SIP)
- Lodi Rules

Eligibility

Will 85% of the grapes in each bottle bearing the <i>Sonoma County Sustainability</i> label be sourced from Sonoma County?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Will 85% of the grapes in each bottle bearing the <i>Sonoma County Sustainability</i> label come from vineyards actively certified sustainable within the last two years to one of the four accepted programs (i.e. CSWA, FFF, Lodi Rules, SIP)?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Can you provide documentation tracking certified sustainable grapes from crush, through storage and up to bottling?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Are you willing and able to comply with SCW's logo requirements and guidelines?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Do you have a designated staff member(s) who will manage the Chain of Custody audit?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Wine Brand Information

Name of Wine Brand: _____

Mailing Address: _____

Street Address

City

State

ZIP Code

Number of Wine Brands Applying for: _____

Bonded Winery Number: _____

Annual Case Production of Wine Brand: _____

Person responsible for application: _____

Position: _____

Phone: _____

Email: _____

Winery Sponsorship Program

Once approved, sponsorship is required in order to use the *Sonoma County Sustainable* label. Please indicate your level of sponsorship below:

Level 1: \$150 annual cost and 1 case of wine:

- Eligibility to brand your wine with sustainability logo
- Guaranteed social media spotlight (pending approval of logo usage)

Level 2: \$350 annual cost and 2 cases of wine:

- Eligibility to brand your wine with sustainability logo
- Guaranteed social media spotlight (pending approval of logo usage)
- Sustainability Marketing Toolkit and Staff Training for use of promotions and consumer collateral

Level 3: \$750 annual cost and 3 cases of wine:

- Eligibility to brand your wine with sustainability logo
- Guaranteed social media spotlight (pending approval of logo usage)
- Sustainability Marketing Toolkit and Staff Training for use of promotions and consumer collateral
- Eligibility to participate in SCW key marketing programs and events