



SONOMA COUNTY WINEGROWERS AND SD MEDIA PRODUCTIONS PARTNER TO HOST INAUGURAL HEALDSBURG WINE & FOOD EXPERIENCE

*First international food and wine event in a U.S. wine region to take place May 20-22, 2022,
to showcase farmers, growers, winemakers and chefs*

SANTA ROSA, California – Dec. 14, 2021 – SD Media Productions will host the first-ever international culinary event in Sonoma County – the first of its kind to take place in a major U.S. wine region – with today’s announcement of the inaugural [Healdsburg Wine & Food Experience](#), founded in partnership with the [Sonoma County Winegrowers](#) (SCW). The three-day celebration will take place **May 20-22, 2022**, spotlighting world-class wines and food from the heart of California’s wine country, as well as other regions.

With a primary focus on the producers and makers of the region – along with philanthropic components benefitting the Sonoma County Grape Growers Foundation and local Healdsburg High School Future Farmers of America – the schedule will offer distinct experiences including tastings, exclusive performances, and VIP experiences intended to educate participants on the region’s farmers and growers.

“Our goal with this festival is to highlight the vibrant culinary diversity and sustainable farming practices of Sonoma as it relates to the rest of the world,” says SD Media Productions Founder/CEO Steve Dveris. “The festival will showcase the region’s makers alongside globally recognized wines from the greatest wine regions.”

The stellar culinary line-up was intentionally curated to highlight established and rising star chefs, with attention to approachability and diversity, including *Chopped* judge Maneet Chauhan; *Iron Chef* Stephanie Izard; and California chef-restaurateur Nyesha Arrington. Other participating chefs can be found at <https://www.healdsburgwineandfood.com/talent>.

“We are thrilled to introduce this special event that will showcase the deep connection to agriculture at play throughout Sonoma County – the true makers behind the magic of the destination,” said Karissa Kruse, President of Sonoma County Winegrowers. “Healdsburg has become a global tourist destination in its own right; it was a natural choice to bring an experience like this to the region. This area is truly one-of-a-kind, and we look forward to collaborating with partners to highlight the myriad of opportunity here.”

Attendees can expect classic Healdsburg experiences, in addition to newly opened offerings including The Matheson, The Montage, and The Madrona. Select VIP experiences include Culinary Demonstrations at The Matheson, which provides an opportunity to interact with an 88-bottle self-serve wine wall and the newly opened Rooftop Reserve Wine Lounge, where sips and bites are enjoyed while overlooking the Healdsburg Plaza.

A country music concert will be held at Rodney Strong Vineyards on Saturday evening, benefitting Sonoma County Grape Growers Foundation, whose mission is to raise funds that support healthcare, affordable housing, workforce development and other resources that support and elevate local vineyard workers and farmworkers and their families.

Other events include a magnum party, wine seminars, curated tastings and more. Vineyard truck tours, available for the first time to consumers, will allow attendees to walk the vineyards, touch the soil and learn how wine is made from the person who makes it; following the adventure, participants will meet at Dutton Ranch for an authentic Sonoma-style BBQ featuring the “Texas Cowboy Chef,” Tim Love.

Food & Wine, Travel + Leisure, and Edible Marin & Wine Country are the Healdsburg Wine & Food Experience media partners. Jackson Family Wines and Ford PRO™ will be showcasing their sustainability efforts along with Sonoma County Winegrowers and other partners to be announced.

VIP packages are available for purchase now, and General Admission tickets will be available in January 2022. Pricing is as follows:

- General Admission: \$200
- VIP Package: \$2,500
- Ultra-VIP Package: \$6,400 single; \$10,800 double

For ticket packages, full event schedule and to learn more, visit <https://www.healdsburgwineandfood.com/>.

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About SD Media Productions

SD Media Productions LLC (SDMP) is the owner and operator of various culinary and lifestyle events and seminars, including the Healdsburg Wine & Food Experience. The company’s primary objective is to create active consumer experiences that celebrate the appreciation of our world’s extraordinary bounty, and that also raise awareness of vital issues such as sustainability, heritage, culinary diversity and health. The principals have extensive experience in creating and operating luxury lifestyle products and services.

For more information, contact info@healdsburgwineandfood.com.

About Sonoma County Winegrowers

The Sonoma County Winegrape Commission, also known as Sonoma County Winegrowers (SCW), was established in 2006 as a marketing and educational organization dedicated to the promotion and preservation of Sonoma County as one of the world's premier grape growing regions. With more than 1,800 growers, SCW's goal is to increase awareness and recognition of the quality and diversity of Sonoma County's grapes and wines through dynamic marketing and educational programs targeted to wine consumers around the world.

In January 2014, SCW committed to becoming the nation's first 100% sustainable winegrowing region in 2019. As of September 2019, 99% of the vineyard acreage in Sonoma County has completed certification by a third-party auditor making Sonoma County the most sustainable wine region in the world. In addition, in 2020, SCW became the exclusive pilot partner for the California Land Stewardship's Climate Adaptation Certification. SCW's sustainability efforts have been recognized with California's highest environmental honor, the 2016 Governor's Environmental and Economic Leadership Award (GEELA). Learn more at www.sonomawinegrape.org.

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