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**SONOMA COUNTY WINEGROWERS LAUNCH NEW WEEKLY POST, “THE GOOD STUFF,”  
TO SHARE THE LOCAL HISTORY, HAPPENINGS AND STORIES**

Noted Journalist, Virginie Boone, Is Writing the Weekly Column

**SANTA ROSA, Calif. (August 10, 2022)** – A new weekly series, inspired by the good works of Sonoma County’s winegrape growing community, has just been launched. Titled, “The Good Stuff,” the weekly column will tell stories, provide insight and profile Sonoma County farmers from the ground up with a glass-half-full perspective.

The column is written by noted wine journalist, Virginie Boone, who has covered Sonoma County for nearly two decades. The first installment of the Good Stuff launches today, August 10<sup>th</sup>. Each Wednesday, readers can find a new installment at [www.sonomawinegrape.org](http://www.sonomawinegrape.org).

“I’ve lived in Sonoma County for 20 years and I can think of nowhere else on earth I’d rather be and work. Being in the midst of a thriving agricultural community is a big reason why I love where I live,” said Boone. She added, “Through my work, I get the chance to hear so many stories and meet some amazing people doing great things here. Now, I look forward to sharing their stories.”

While Sonoma County is home to a world-renown wine industry and more than 1,800 grape growers, it is uniquely comprised of a vast swath of multi-generational family farms which grow a wide variety of wine grapes, from Pinot Noir and Chardonnay to Cabernet Sauvignon, Zinfandel and Merlot, some 66 varieties in all. As the first wine region to become 100% sustainable, Sonoma County is committed to environmental stewardship, social responsibility and economic viability and remains one of the most diverse, dynamic and resilient regions in America.

“There are so many stories about Sonoma County’s rich agricultural history including farming, partnerships, innovation, leadership and our local legends that we wanted to share. People are going to love learning about our rich past as well as our plans for farming in the future that master storyteller, Virginie Boone, will capture and share “the good stuff” happening in our backyard every week,” stated Karissa Kruse, President of Sonoma County Winegrowers.

To access the stories in The Good Stuff, go to [www.sonomawinegrape.org](http://www.sonomawinegrape.org)., beginning August 10, 2022.

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