

Wine Brand Application: Sonoma County Sustainability Label

Overview

Wine Brands who make wine that is **sourced from Sonoma County grapes which are <u>certified</u> 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	NO		
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	NO		
Can you provide documentation tracking certified sustainable grapes from crush, through storage and up to bottling?			ush,	YES	NO		
Are you willing and able to comply with SCW's logo requirements and guidelines?			nes?	YES	NO		
Do you have a designated staff member(s) who will manage the Chain of Custody audit?				YES	NO		
	Wine Brar	nd 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:					

List of Wine Brands

Please list the wine brands that you are applying for which will bear the Sonoma County Sustainable label in the table below:

Wine Brand	Varietal	Vintage	Case Production

Please attach the blend report for each varietal you are requesting to use the Sonoma County Sustainable label on.

List of Grapes sourced

Please list the vineyards that you purchased sustainable grapes from in the table below. Only list those vineyards whose grapes are being used in the certified sustainable wine.

Vineyard Name	Vineyard Address	Name of Vineyard Owner or Vineyard Management	Sustainability Certification Program used (CSWA, FFF, Lodi, SIP)	Certifica- tion Year

Please attach the certification certificates for every vineyard included in the scope as part of your application.

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 consur	□ ner 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