

Sonoma County Winegrowers Annual Report

FISCAL YEAR 2024-2025

July 1st, 2024-June 30th, 2025



About Sonoma County Winegrowers

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. SCW has oversight by the California Department of Food and Agriculture, which supports producer regions. With approximately 1,800 grape growers, SCW's goal is to increase awareness and recognition of the quality, diversity, and sustainability of Sonoma County's grapes and wines through dynamic marketing and educational programs targeted to wine consumers, trade, media, and wine influencers around the region, country, and beyond.

Mission

The mission of Sonoma County Winegrowers is to increase the value of Sonoma County winegrapes while nurturing and protecting sustainable agriculture for future generations.

Values

- **Family Farming:** Sustaining a farm or a family requires love, commitment and hard work.
- **High Quality:** We are blessed with a diversity of climate, soil and setting. We bring forth the world's finest abundance of winegrape varieties.
- **Stewardship:** This is the land where we love, live and work. We are committed to sustaining, preserving and protecting it for future generations.
- **Community:** Sustainable agriculture depends on vibrant and healthy people. We treat our neighbors, workforce and our community as an extension of our family.

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Board Chair Message: A Year of Innovation & Collaboration

As we close out the 2024–2025 fiscal year, I'm proud of all we've accomplished together as a grape-growing community and through the work of Sonoma County Winegrowers (SCW). From bold marketing initiatives to forward-thinking innovation, SCW continues to raise the profile of Sonoma County and support a thriving future for our industry.

This year, we made major strides in expanding awareness through strategic partnerships. Collaborations with the Coachella Valley Firebirds and the Chicago Bears brought Sonoma County wines to new audiences through professional sports, with more exciting partnerships on the way.

In the hospitality sector, a new partnership with Chicago-based Lettuce Entertain You led to a successful Grand Tasting event, featuring over 30 winery partners and drawing 400 consumers. We plan for this to grow into an annual tradition in this key urban market. Meanwhile, our long-term relationship with Landry's—the largest on-premise buyer of Sonoma County wine in the U.S.—remains a vital example of the value of lasting partnerships.

The Healdsburg Wine & Food Experience continues to shine as one of our region's signature events, blending world-class wine, food, and hospitality while honoring the farmers and vintners behind it all. I'm proud that SCW helped launch this event and remains at the forefront of its success.

We've also seen strong momentum through the Winery Collaborative. Launched in 2022, it now includes over 100 wineries and serves as a powerful platform for aligning with SCW's marketing work. It boosts our presence in the marketplace and drives demand that directly benefits growers.

Beyond marketing, SCW remains focused on long-term innovation. The Farm of the Future has evolved into a dynamic testing ground for the next generation of agricultural tools and practices. With partners like Ford Pro, Wilbur-Ellis, John Deere, SVG Thrive, and Agrology, it's delivering real-time solutions that promote sustainability, resilience, and profitability across the vineyard.

Looking ahead, I remain optimistic. While market shifts, climate challenges, and evolving consumer habits present real pressures, I believe in the strength of our community and SCW's ability to guide us forward. This organization continues to play a critical role in helping us adapt and grow stronger together.

Thank you for the opportunity to serve as your board chair. It's an honor I deeply value, and I look forward to building on our momentum in the year ahead—working side by side to advance innovation, deepen partnerships, and ensure a thriving future for Sonoma County winegrowing.

Bret Munselle

Sonoma County Winegrowers Board Chair



Letter from President & CEO

Karissa Kruse

As I reflect on the past year, I am reminded that resilience and collaboration have always been at the heart of Sonoma County's winegrowing community. The marketplace remains undeniably challenging, with shifting consumer preferences, economic uncertainty, and increasing competition testing every part of our industry. Yet even in these uncertain times, I am confident in our collective ability to adapt and thrive.

Over the past five years, Sonoma County Winegrowers has purposefully evolved our mission. We know your success as growers is deeply connected to the health of the entire wine category and to the prosperity of the wineries who buy your grapes. That's why we have focused on being part of the solution: working to grow demand for wine overall, strengthening Sonoma County's reputation, and creating opportunities that ultimately help wineries succeed and keep our vineyards thriving.

We have proactively developed marketing programs and forged strategic partnerships aimed at connecting with new audiences and engaging the next generation of wine lovers. These efforts are designed to support long-term recovery and future growth for you, our growers, our community, and the broader wine industry. This past year, we built on our strong relationships with Landry's, the San Francisco Giants, the Houston Rockets, Wine Spectator, Food & Wine, GuildSomm, Wine Enthusiast, and the Healdsburg Wine & Food Experience. We also forged exciting new collaborations with the Chicago Bears, the Coachella Valley Firebirds, and Lettuce Entertain You Restaurant Group. These partnerships give Sonoma County unmatched visibility and help drive consumer interest, trade engagement, and wine sales.

Equally important, we have continued to host consumers, trade, media, and sommeliers here in Sonoma County to experience firsthand the authenticity, sustainability, and quality that set our region apart. These visits are critical for inspiring loyalty, deepening understanding of our wines, and creating ambassadors who will champion our region in their own communities.

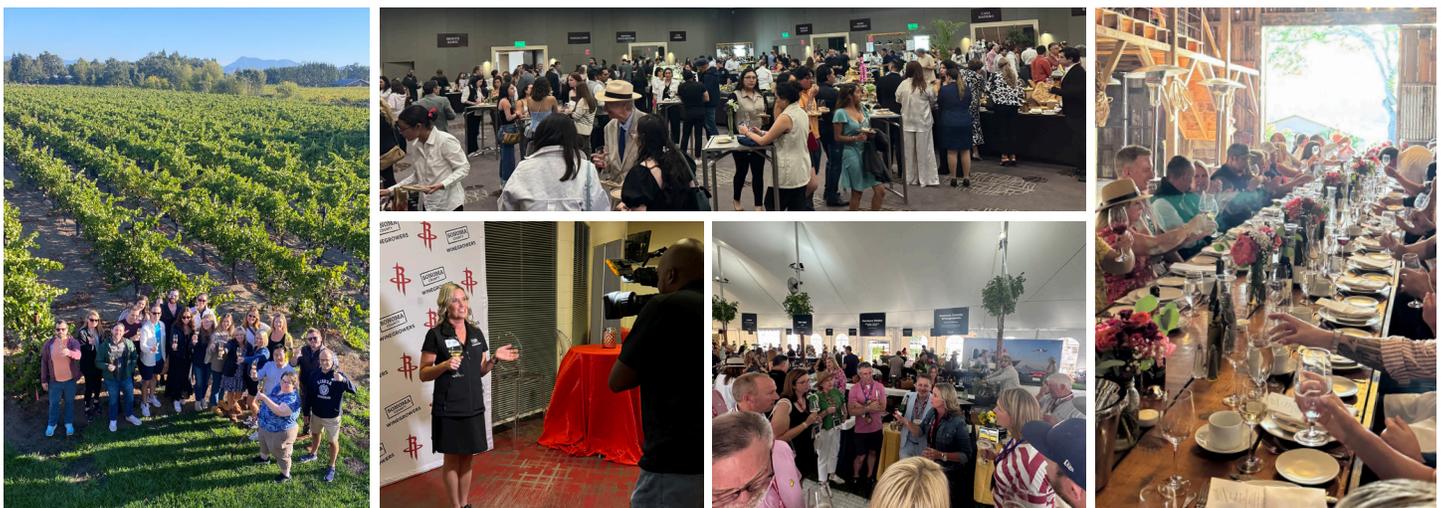
At the same time, we remain committed to innovation and sustainability through our Farm of the Future initiative. Working alongside John Deere, Ford Pro, Wilbur-Ellis, SVG Thrive, and Agrolgy, we are transforming Sonoma County into a living laboratory for healthy soils, advanced technology, and climate adaptation. This work ensures we are prepared not just for today's realities, but for the opportunities and challenges that lie ahead.

I am inspired every day by the dedication, innovation, and care that you all bring to your work, even in the face of uncertainty. Together, we are charting a path forward — one rooted in sustainability, collaboration, and a shared belief in the exceptional grapes, wines, and experiences that only Sonoma County can offer.

Thank you for your continued support and partnership. I look forward to all we will accomplish together in the year ahead.

Karissa Kruse

Sonoma County Winegrowers President & CEO



Our Fiscal Year in Review

2024

July 26 Sustainable Winegrowing Field Day & BBQ	July 26 Leadership Academy Graduation	Aug 9 SF Giants Suite Tastings	Aug 13-14 SF Giants Triples Alley Activations	Aug 22 Grower Webinar: Crisis Communications	Aug 26-27 John Deere Pilot Farmers Interviews, Photo Shoot & Filming	Aug 27 Grower Webinar: Winegrape Contracts	Aug 28-30 Center for Ag Sustainability	Sept 4 SF Giants Cloud Club Tasting
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2025

Nov 11 Vineyard Recycling Day	Nov 12 Sonoma County Media Luncheon in Chicago	Nov 13 Houston Rockets Sip & Stroll Sonoma County Tasting	Nov 15 Houston Rockets Lexus Lounge Pouring	Nov 16 Houston Sonoma County Consumer Wine Festival with Landry's	Nov 21 Grower Webinar: Intelligence for the Ag Sector by DHS & FBI	Dec 5 Holiday Harvest Party	Dec 10 Century Club Celebration Luncheon	Dec 22 Chicago Bears Executive Suite Influencers Hosting	Jan 3-4 Coachella Valley Firebirds Cactus Cup Sponsorship & Pourings
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Feb 17-21 Best Sommeliers of the Americas Sonoma County Masterclass, Panel & Dinner	Feb 21 Houston Rockets PNC Suite Tasting	Feb 28 Media Luncheon with Sonoma County Tourism & Binny's Pop-up Tastings in Chicago	March 1 Sonoma In The City Masterclass Panel & Grand Tasting, Chicago with Lettuce Entertain You Restaurant Group	March 4 Wine Partner at Landry's GM Conference, Las Vegas	March 8 SF Giants FanFest Tasting	March 11-12 Minnesota WineFest Executives Visit to Sonoma County	March 20 Grower Webinar: Interest Rates & Insights by American AgCredit	March 20 Grower Listening Session
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April 26 Houston Sonoma County Consumer Wine Festival with Landry's	May 7 CIA Masters Students Sonoma County Masterclass & Panel	May 7-10 Minnesota WineFest Sonoma County Region Partner with 30+ Sonoma County Wineries	May 10 Bears Cares Gala Sonoma County Reception Sponsorship	May 13 Alexander Valley Cabernet Academy Sonoma County Masterclass & Panel	May 15-17 4th Annual Healdsburg Wine & Food Experience, Co- Founder	May 20 GuildSomm Sonoma County Masterclass, Kansas City	May 24 Seattle Sonoma County Sip & Sea Wine Festival with Landry's	June 2-5 Wine Writers Educational Tour Sonoma County Masterclass & Dinner
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Sept 10-11 SF Giants Cloud Club Tasting	Sept 13 SF Giants Suite Tastings	Sept 22-24 GuildSomm TopSomm Sonoma County Immersion Trip	Sept 24 SF Giants Gotham Club Dinner	Oct 8 GuildSomm Sonoma County Masterclass, Washington DC	Oct 10 GuildSomm Sonoma County Masterclass, Minneapolis	Oct 19 Wine Spectator New York Wine Experience Sonoma County Luncheon for 800 people	Oct 31 Grower Webinar: Sonoma Clean Power	Nov 10 Chicago Bears Skyline Suite Pouring
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Jan 9 Grower Webinar: Crop Insurance Updates	Jan 16 Dollars & \$ense Annual Meeting (Virtual)	Jan 23 Wine Partner at Houston Rocket's Night of MVPs Event	Jan 29 Unified Symposium Regional Wine Tasting	Jan 31 Palm Springs PinotFest Sonoma County Masterclass & Panel	Jan 31 Palm Springs Sips on El Paseo Walk-Around Tasting	Feb 1 ZinEx Tasting Event in Napa	Feb 2-3 Coachella Valley Firebirds AHL All Stars VIP Receptions Pourings	Feb 8 Vineyard Employee Recognition Celebration
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March 22 Santa Clara University Executive MBA Students Sonoma County Masterclass	April 3 Mexico Sommeliers Masterclass, Vineyard Walk & Luncheon	April 4 Houston Rockets Sip & Stroll	April 7 Court of Master Sommeliers Women's Symposium Dinner & Fireside Chat	April 12-13 Coachella Valley Firebirds Suite Tastings	April 16-17 SVG/Thrive AgTech Roundtable Sessions & Dinner	April 24 GuildSomm Sonoma County Masterclass, Mexico City	April 24-25 Mexico City Sonoma County Wine Dinner & Grand Tasting with Landry's and Hotel Presidente InterContinental
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June 8 ZinEx Tasting Event in San Francisco	June 8 SF Giants Gotham Club Dinner	June 16-18 James Suckling Critic Tasting of Sonoma County Red Bordeauxs	June 20-22 Aspen Food & Wine Classic, Top of the Mountain Presenting Wine Partner & Grand Tasting
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Marketing: Global Events & Partnerships

Healdsburg Wine & Food

Sonoma County Winegrowers is proud to be a co-founder of Healdsburg Wine & Food Experience (HWFE). Now in its 4th year, the event draws over 4,000 affluent wine and food lovers from across the country to Sonoma County for a weekend of exciting events. Throughout the seminars, tastings, culinary experiences, and parties, a spotlight is shined on Sonoma County as one of the premier wine destinations and great wine regions of the world.

For 2025, we invited our VIP partners from our collaborations to join us and experience Sonoma County as an insider at the event. Prior to jumping into the weekend program, we hosted exclusive truck talks and a Sonoma County dinner with our growers to give these important partners an even deeper connection to our agricultural community.



Food & Wine

Our collaboration with Food & Wine began over a decade ago as an advertiser, but has since blossomed into a dynamic partnership that extends far beyond the pages of the magazine. We're honored to collaborate with renowned wine writer Ray Isle, whose expertise adds depth to our initiatives. Plus, working alongside Food & Wine on iconic events like Aspen Food & Wine and our very own Healdsburg Wine & Food Experience allows us to bring unforgettable experiences to life.

Advertising

Through our partnership with Food & Wine's publisher, DotDash Meredith, we continue to expand our reach through dynamic print and digital advertising strategies. Food & Wine Magazine connects with over 13.6 million readers, while their website attracts 35.8 million monthly page views and their social media boasts 13.5 million followers. Plus, with DotDash's portfolio—including Travel + Leisure and Better Homes & Gardens—we're tapping into even broader audiences and maximizing impact. In 2024, we leveraged their digital following with banner ads and social media posts on their platforms to launch our **Shoulder to Shoulder with Amy G** series. We maintain a presence in their print publication with ongoing full-page ads, including our first-ever back cover placement!

Aspen Food & Wine Classic

Sonoma County Winegrowers returned to Aspen with a strong showing at the 2025 Food & Wine Classic, engaging thousands of wine enthusiasts, media, and trade.

At the three-day Grand Tasting, we poured 18 wines from local growers and vintners—rotating selections daily to showcase the diversity, quality, and sustainability of Sonoma County wines, while also hosting VIP groups each day for personalized tastings and conversations that spotlighted our region's unique story.

We also served as the exclusive wine sponsor for the invite-only Top of the Mountain Publisher's Party, themed "Boots On, Hat Tipped." Held at the Sundeck on Aspen Mountain, this VIP event featured Sonoma County wines for 400+ guests, including celebrity chefs, industry leaders, and media.

Marketing: Global Events & Partnerships

Wine Spectator New York Wine Experience Luncheon

We were thrilled when Wine Spectator reached out to us last year to host one of the lunches at their prestigious New York Wine Experience, their annual event that brings together the top names in wines for a weekend of receptions, luncheons, seminars, and grand tastings. The only other luncheon host was the country of Italy, so recognition of our wine region for this honor was even more noteworthy!

Karissa welcomed the 800+ passionate consumer and trade wine fans to Sonoma County in her greeting, sharing some key facts about what makes our region one of the premier winegrowing areas in the world before introducing winery representatives who joined us in New York for the event. From Sparkling and Chardonnay to Pinot Noir and Cabernet, we showcased eight key varietals we're known for over the multi-course luncheon. Our team mixed and mingled among the tables to pour wines for the guests and answer their Sonoma County wine and winegrowing questions.



Marketing: Ongoing Sports Partnerships

We see sports as a way to connect with a younger and more diverse consumer in our backyard and across the country.

SF Giants: Into our Third Season

Our first sports partnership, we continue to engage with our own local MLB team, the San Francisco Giants, to bring wine to potential new audiences in a fun environment. Now into our third season together, we've expanded our activations even more each year. With the first major sports team Master Sommelier on their staff, Evan Goldstein, we have a valuable partner who drives important third-party endorsement of Sonoma County wine to Giants fans. The high-profile nature of this relationship has garnered us several queries from other major sports teams eager to partner with us as well!

During the fall of their 2024 season, our winery partners poured at their **suite level** for these VIP fans before two game days, and we also held tastings in the all-inclusive **Cloud Club** on five evenings. New this year were back-to-back nights of **Sonoma in the City tastings in Triples Alley** with winery partners each, one for their season ticket holders and the other a ticketed event. Amy G moderated a panel with Evan Goldstein, former player, coach, and wine lover Ron Wotus, and one of our winery partners each evening to deepen the connection of wine and baseball.

We engaged with their most exclusive **Gotham Club members** for a non-game day wine dinner in partnership with Rich Aurelia's Red Stitch wines. This proved such a perfect pairing for all involved that we have plans to hold a series of Sonoma County wine tasting experiences for these members in the coming months.

We kicked off the 2025 season by bringing winery partners to **Fan Fest** for the third year for a tasting with fans as well as at an influencers activation in their Loft. Evan joined us to hold mini-interviews about the intersection of wine and baseball.

We'll continue with our suite and Triples Alley tastings this season, along with the expanded Gotham Club member experiences.

New Announcement: SF Giants Wine Club

We're excited to launch the Giants Wine Club, the first-ever MLB wine club, in partnership with the San Francisco Giants. Featuring premium Sonoma County wines curated by Giants Master Sommelier Evan Goldstein, members can choose between two club tiers, the Grand Slam Club or the Home Run Club. In each club, members receive three releases per year with selections from six different local wineries per release, allowing us to feature 36 Sonoma County wineries annually. The goal of the club is to help drive wine sales and introduce new customers to Sonoma County wineries, creating valuable exposure and new connections for our region. With exclusive benefits like private tastings, educational webinars, and special winery experiences, it's a one-of-a-kind way to bring together the passion of Giants baseball and Sonoma County wine.





Marketing: Ongoing Sports Partnerships

Houston Rockets: Second year highlights

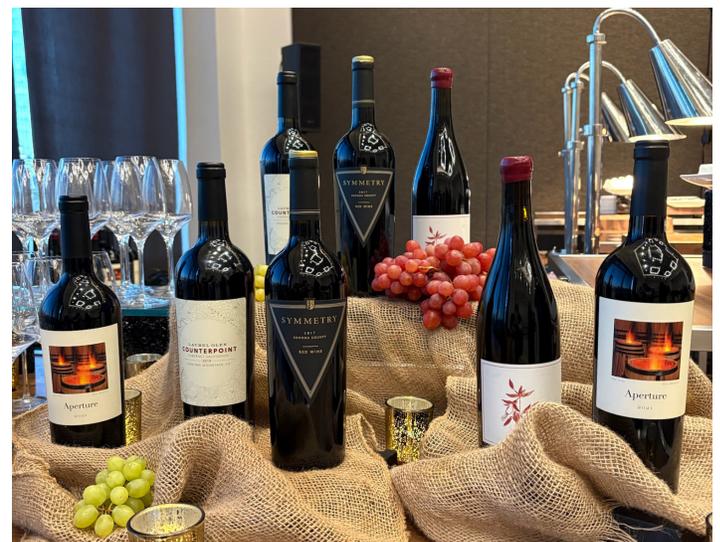
In our second season partnering with the Houston Rockets, Sonoma County Winegrowers continued to expand our presence through creative activations and premium wine experiences, connecting with new and existing fans throughout the 2024-25 season.

This year, we introduced pre-game Sip & Strolls inside Toyota Center, where guests enjoyed Sonoma County wines poured by our winery partners, paired with thoughtfully curated small bites. These events featured engaging conversations led by Landry's Master Sommeliers, Keith Goldston and Julie Dalton, who highlighted the region's wines, sustainability, and diversity.

Throughout the season, we had the opportunity to feature Sonoma County wines in the arena's exclusive Lexus Lounge and PNC Lounge, connecting directly with VIP guests. In a major step forward, 15 Sonoma County wines were added to the Toyota Center's wine list, making them available throughout the venue, including suites, lounges, and premium hospitality areas, and giving fans even more opportunities to discover and enjoy wines from our region.

We also remained the featured wine region at the team's annual Premium Wine Tasting at The Post Oak Hotel, where season ticket holders, Rockets alumni, and executives enjoyed curated Sonoma County wine and food pairings.

Our wines and experiences were also spotlighted at the Rockets Gala, contributing significantly to the event's auction offerings and further cementing Sonoma County's place in Houston's premium wine landscape.



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SONOMA COUNTY.**

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Marketing: New Sports Partnerships



Chicago Bears

With baseball and basketball partnerships in place, we started to field inquiries from NFL football teams interested in partnering with us. When Chicago came to us through a connection from the Minnesota WineFest we attended, we knew this was the right fit. Chicago is one of the top wine and food markets in the country, and the fans of the Chicago Bears are extremely loyal to their team and the partners they align themselves with. As an added plus, we found it interesting they showed a surprisingly high percentage of female fans, allowing us to reach an ever more diverse sports audience. This partnership reflects our goal of reaching fans in the spaces where they enjoy life, whether through sports, food, or family, and bringing Sonoma County wine to them in authentic, meaningful ways.

We kicked off our partnership with a tasting in their all-inclusive **Skyline Suite at Soldier Field**, where we featured winery partner wines and gave away our new Sonoma County Winegrowers beanies, perfect for winter football games. We were given a warm welcome, with many Bears executives and their chef stopping by to check out our wines and learn more about Sonoma County. While in town, two of our growers joined us in hosting a luncheon with local media to spread the word of our partnership.

We returned in December, this time hosting a group of **influencers in an executive suite** at the stadium. We highlighted our range of varietals and appellations for the group, while they posted videos of their experience to their followers.

Connecting to their social media followers was the driver for a new initiative this partnership brought us: a series of four videos featuring former player Spice Adams and sideline reporter Lauren Screeden. Titled “**Bears Uncorked**,” the seasonal videos saw the hosts chatting over a glass of Sonoma County wine about favorite pairings, New Year’s resolutions, coldest game days, and more.

As part of our partnership with the team, Sonoma County was invited to be the featured wine region for their annual **Bears Cares Gala** in May. Attended by players, coaches, executives, and other VIPs, the event team purchased 56 cases of Sonoma County wine for the event!



BY THE NUMBERS

ILLINOIS

#5 state that drinks the most wine in America
(behind California, Florida, Texas, and New York)

CHICAGO BEARS FANS

45% of local Bears fans drink wine
6.5M national Bears fans drink wine
Male: 48.6% | Female: 51.4%
3.7M Facebook followers
227K+ YouTube subscribers

Marketing: New Sports Partnerships

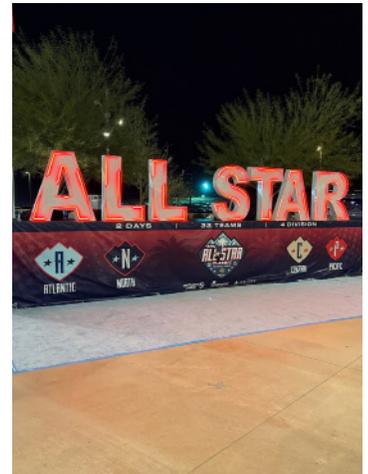
Coachella Valley Firebirds

Having tackled other major league sports, we looked to minor league hockey for our next partnership. Located in Palm Springs, the Coachella Valley Firebirds have an extremely devoted and affluent fanbase. With a brand new arena, a winning team, and a wine-savvy audience, this market was a natural fit, especially with Alaska Airlines launching a direct flight from Santa Rosa (STS) to Palm Springs, making the connection between the two regions even stronger. This partnership not only builds a bridge between Sonoma County and the Coachella Valley but also creates an easy, welcoming market for all Sonoma County wine brands to engage with, making it simpler for new audiences to discover, taste, and enjoy our wines.

We launched in January by sponsoring the **Cactus Cup**, a NCAA DI Men's Hockey tournament played over two days. Our logo was used with the Cactus Cup logo, giving us exposure with all their print, TV, and radio advertising. We sampled our winery partners' wines for fans in the Silvercrest Compound at the arena, and additional cases were purchased by Acrisure Arena for their suites. Notably, the event drew attendees from four surrounding states, making it a valuable opportunity to introduce Sonoma County wines to new consumers beyond California. An interesting side note: Acrisure Arena is owned and operated by Oak View Group, a global leader in venue development, management, and premium hospitality services for the live event industry, including our own Santa Rosa Fairgrounds. We returned in February for their **AHL All Stars** tournament, where we poured at their VIP Receptions for players, coaches, and team executives over two nights.

Our partnership with the team also connected us with their long-standing partner, The Shops on El Paseo, a collective of shops, boutiques, and eateries in Palm Desert. While we were in town for Passion4Pinot, we joined with them to host **The Sips on El Paseo**, a pop-up wine tasting at four restaurants where our winery partners poured for an enthusiastic and wine-savvy crowd. The event was a huge success, drawing strong attendance and creating meaningful exposure and excitement for Sonoma County wines. We wrapped up their regular season by pouring in the **Chairman's Club** and **CIROQ Lounge** for VIP guests.

Along with activations onsite and beyond, this partnership also brought us added-value promotional opportunities, including **two digital monument signs on Interstate 10** that display our "Drink Wine, Drink Sonoma County" slogan to the over 70,000 passerbys each day, our **first commercial** that airs during all televised games and at the arena, an in-person interview on the broadcast to introduce the partnership, and LED ring messaging that runs in the arena during all events. Additionally, we are working with the team, arena, and our growers to provide **Sonoma County private label wines**, a Chardonnay and Cabernet Sauvignon, to be served over the coming season.



Marketing: Ongoing Partnerships

Landry's: Over a Decade of Partnering

Landry's remains one of our longest-standing and most impactful partners, as the largest on-premise buyer of Sonoma County wine. One of the great added benefits of our events with Landry's is that the wines poured are typically purchased, creating direct sales for the wineries.

Kemah Boardwalk Wine Fest

We headed to Houston twice this fiscal year for the Kemah Boardwalk Wine Fest, once in November and again in April. Over 35 of our winery partners were included at the events, pouring for nearly 2,000 attendees. Sonoma County Winegrowers also hosted an educational booth, extending our branding to the guests eager to learn about our region and wines.

Landry's GM Conference

For the third year, we were invited to join Landry's annual conference in Las Vegas, where their U.S. and international General Managers gather for the year ahead. We hosted the Party by the Pool on closing day, with winery partners chosen by Scott Tarwater, Landry's Director of Wine & Special Events, engaging with the GMs in a relaxing and casual environment that encouraged conversation and partnership-building.

Mexico City Wine Festival

Mexico City was recently named #3 on Food & Wine's list of top international cities for food and drink, making it an ideal location to grow awareness of Sonoma County wines. Expanding internationally with Landry's and the Presidente InterContinental, and building on connections made when we hosted top Mexican sommeliers through the California Wine Institute, we traveled to the city with 18 wineries for a weekend of events. We kicked things off with an intimate wine dinner at The Palm Restaurant, where over 30 guests enjoyed a five-course meal paired with Sonoma County wines. The next day, our Grand Tasting welcomed more than 200 trade members and 500 consumers, offering a powerful opportunity to deepen engagement and expand Sonoma County's presence in this influential market.

Seattle Sip & Sea Wine Festival

In May we brought a taste of Sonoma County to the Pacific Northwest with our inaugural Seattle Sip & Sea wine festival, hosted at the Palisade restaurant along Elliott Bay Marina. The event featured 24 Sonoma County wineries, each pouring a curated selection of wines for guests to enjoy while taking in panoramic views of the Seattle skyline and Olympic Mountains. This event also marked a major milestone, becoming one of the most successful Landry's wine festivals for retail sales to date, as attendees eagerly purchased bottles of their favorite wines showcased throughout the day.



ABOUT LANDRY'S
Landry's operates over 600 restaurants and multiple entertainment venues in the U.S., including popular brands such as Mastro's, Morton's, The Palm, McCormick & Schmick's, Del Frisco's and many more! Landry's is the largest on-premise buyer of Sonoma County



Marketing: New Partnerships



Lettuce Entertain You Restaurants

Lettuce Entertain You Restaurants began in Chicago 50 years ago. The family-owned organization now owns, manages and licenses more than 60 brands and 130 restaurants in a dozen states including Illinois, Minnesota, Maryland, Nevada, Virginia, Washington D.C., Texas and Florida. The concepts range from fast casual to Michelin-starred fine dining, with restaurants like RPM Steak/Seafood/Italian, Mon Ami Gabi, Joe's Stone Crab, and Wildfire. One of their restaurants is Oakville Grill & Cellar which has a wine country focus, so partnering together was a natural fit. We were connected through Nicholas Schulman, a sommelier who attended HWFE and is the corporate wine director for RPM Italian, and was eager to work with us to further highlight Sonoma County wines.

We launched the partnership on March 1 with a **Sonoma in the City** tasting at their event space on the 17th floor with a stunning view of the Chicago skyline as the backdrop. Over 400 enthusiastic wine fans had the opportunity to taste wine and learn about the region at tables featuring 30 winery partners, 5 AVAs, Sonoma County Tourism, and our own education and photo booth. Lettuce Entertain You purchased cases of wines that were available in the Chicago market and set up a retail shop at the event site to let attendees purchase the wines they loved right away.

Just prior to the grand tasting, winery partners joined us in hosting a **Sonoma County masterclass** for 40 attendees who wanted to take a deeper dive into the varietals and appellations that make our region so unique.

The day before, we joined Sonoma County Tourism for a **media luncheon** that showcased 4 wines paired with a course at a region overview introducing their new visitation campaign. Several of the media attendees also joined us for the grand tasting the following day to deepen their immersion, and we're eager to continue to foster these relationships.

Friday evening, several of our wineries took part in **pop-up happy hour tastings** at various Binny's locations in Chicago. Binny's Beverage Depot is the Midwest's largest wine, spirits and beer superstore, with 46 locations in Illinois. Binny's purchased the wines that were poured by our partners, and shoppers could pick up bottles from their tables to buy immediately.

Both us and the team at Lettuce thought the events were a huge success, and immediately made plans to make this our first annual event there! Mark your calendars for the 2nd Annual event on March 7, 2026.



Marketing: Curated Content

“The Good Stuff” Weekly Column

Our “The Good Stuff” column launched in 2022 as a way to highlight all the reasons to drink the good stuff any night of the week, and also shine a spotlight on the growers, history, future vision, and abundance of riches of Sonoma County. Written by noted journalist Virginie Boone with a glass-half-full perspective, these weekly emails continue to maintain an open rate of over 50%.

“The Good Stuff” Radio Show & Podcast

Based on the success of the weekly column, we launched “The Good Stuff” radio show on KSRO in September of 2023. The show airs every Saturday from 1-2 pm. We also push the show out as a podcast each time, broadening our reach to over 2k additional listens spanning 15 countries—as far away as Australia and France! We’ve aired over 98 episodes so far, hosting more than 140 guests sharing their wine and good stuff stories.

“Shoulder to Shoulder” Video Series

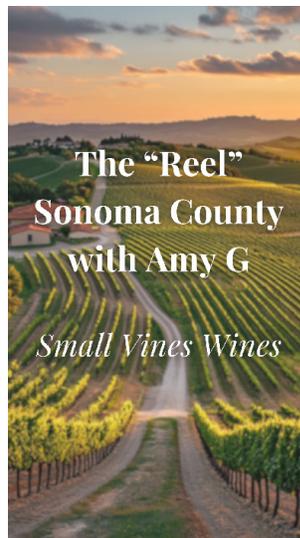
After meeting Amy G through our partnership with the Giants, we tapped her to join SCW on retainer and host our newest series, “Shoulder to Shoulder,” which we began airing in October, 2024. “Shoulder to Shoulder” is a video series sharing the stories of our local winegrowers and vintners in short video formats made for YouTube. Through the series we highlight the heritage of Sonoma County’s wine region and explore the invaluable tradition of learning “shoulder to shoulder.” We launched it with a promotional campaign on social and digital media through *Food & Wine*, *Better Homes & Gardens*, and *Travel+Leisure*. We rolled out 10 episodes in 24-25, and will continue to air one per month as we begin recording Season 2.

The REEL Sonoma County

Based on the success of “Shoulder to Shoulder” we introduced our newest series with Amy G titled “The REEL Sonoma County.” Produced for social media, these short video reels take viewers along for the experience for tours and tastings with our winery partners. Each is served up as a collaborative post on Amy G’s, the winery partner’s, and Sonoma County Winegrowers’ social channels, leveraging each others followers to expand our reach.

Digital Advertising at Santa Rosa Airport

We began a digital takeover at the Santa Rosa Airport in 2023, where our 10-second spot runs across all digital screens in the airport on an infinite loop. That means our ad is seen 180 times during the day, and 540 times in a 24-hour period for the 40,000-75,000+ passengers who pass through the airport each month. We’ve promoted “The Good Stuff,” “Shoulder to Shoulder,” and Healdsburg Wine & Food Experience over the past year, and will also use this resource to promote the return of Grape Camp this fall. Next time you’re flying out of our local airport, check us out on the video screens!



Marketing: Advertising

Advertising

We focused primarily on our “Farm of the Future” design this past year for our print publications advertising. We were excited to have the back cover placement position for the ad in the April *Food & Wine*—our first time with this premium location! We also launched a new ad promoting this fall’s Grape Camp, featured in *Food & Wine* magazine, including the issue distributed at the Aspen Food & Wine Classic. Along with *Food & Wine*, we ran full-page ads in *Wine Spectator*, *Wine Enthusiast*, the Unified Symposium program, and Sonoma County Farm Trails. We also sponsored Fundación de la Voz de los Viñedos ads in our local press in both English and Spanish to celebrate our Vineyard Employee Recognition and Employee of the Year Program winners.



FOOD & WINE

Wine Spectator

WINE ENTHUSIAST

@unified wine & grape symposium

SONOMA COUNTY FARM TRAILS

The Press Democrat

Sonoma County Sustainable Label Continues to Grow!

In 2025 the sustainability label is on...

- 854 different Sonoma County wine brands
- 6,349,204 cases of wine
- 76,190,448 bottles of wine

Our sustainability logo continues to be strongly represented in the marketplace, with over 75 million bottles of wine proudly displaying that they are made with certified Sonoma County sustainably farmed grapes. Surveys consistently show consumers support wine that they know is sustainably grown.

If you're interested in adding this logo to a future bottling, reach out to info@sonomawinegrape.org or 707-522-5860.



Our Year Online:

Facebook



Followers: 18.6K
Views: 275.6K
Reach: 150.2K
Content
Interactions: 7.3K

Instagram



Followers: 6.3K
Views: 309.4K
Reach: 82.2K
Content
Interactions: 11.8K

Farm of the Future

In 2022, Sonoma County Winegrowers unveiled its bold vision for the Farm of the Future—an initiative that positions Sonoma County as a “living lab” where innovative partners can collaborate directly with local farmers to pilot cutting-edge programs, technologies, equipment, and practices. This effort reflects our commitment to “go on the offense,” equipping growers to be more agile, resilient, and prepared in the face of a rapidly changing climate.

By turning concepts into field-ready applications, the Farm of the Future serves as an innovation accelerator—helping farmers improve efficiency, reduce costs, access better data, and ultimately produce higher quality fruit, build healthier soils, and ensure the long-term sustainability of their businesses. It also offers collaborators the opportunity to tap into Sonoma County Winegrowers’ legacy of sustainability and its strong network of climate stewards and progressive growers. Since launching, the Farm of the Future has welcomed four major collaborators, each helping to shape the next generation of farming in Sonoma County.



Our first collaborator, and the inspiration for Farm of the Future, was Ford Pro. Together, we launched an innovative partnership rooted in a shared commitment to sustainability, with a specific focus on exploring the role of electrification in agriculture. As part of an 18-month pilot program, Sonoma County Winegrowers and Ford Pro introduced F-150® Lightning™ Pro pickups and E-Transit™ cargo vans into the mixed fleets of three local farms. The vehicles were supported by depot charging infrastructure and monitored using Ford Pro Intelligence™ to track telematics and fleet performance. Through this pilot we observed reduced operating costs and more efficiently managed gas- and electric-powered vehicle fleets.



JOHN DEERE

In 2024, we announced a groundbreaking collaboration with John Deere, born out of connections made during our Farm of the Future Summit in the summer of 2023. As part of this partnership, six pilot farmers are using the SmartApply® Intelligent Spray Control System—a cutting-edge technology powered by LIDAR (light detection and ranging) that detects individual grapevines, adjusts spray volume based on foliage density, and stops spraying between vines. This precision approach optimizes crop protection while minimizing waste. Since the demonstration began in March 2024 on 2,200 vineyard acres, growers have reported applying nearly 30% less material thanks to SmartApply®. Additionally, the pilot participants are utilizing JDLink™ and the John Deere Operations Center™, which provide real-time data and insights to help further streamline and enhance their farming operations. To deepen the collaboration, we’ve also

hosted the John Deere leadership team multiple times throughout the year in Sonoma County, offering them firsthand insight into our region, our growers, and the innovative practices shaping the future of sustainable winegrowing, while sharing our local high value crop needs.



WILBUR-ELLIS SCW has also launched a five-year pilot project in

partnership with Wilbur-Ellis and Agrology to study the long-term impact of regenerative and sustainable farming practices. This collaboration involves seven pilot farmers across Sonoma County and aims to model how to improve plant health and manage microbial activity in varying soil types and climates. The project includes mapping soil variability, developing prescriptive treatment plans, monitoring soil moisture and irrigation, and implementing cover cropping and tillage strategies. Additionally, the pilot incorporates the use of SoilOptix—a new gamma ray technology that delivers real-time soil analysis and variability mapping.



Agrology, has deployed its Arbiter Carbon Monitoring System across all seven Wilbur-Ellis pilot farms providing real-time carbon flux data to quantify the impact of sustainable and regenerative practices on soil carbon stocks, water retention, and microbial activity. A growing body of research shows that enhancing soil life is one of the most effective ways to improve the phytonutrient density of wine grapes, resulting in higher-quality and more sustainable wines. By continuously monitoring soil respiration, Agrology enables growers to measure the total microbial life in the soil and directly connect their farming practices to measurable, real-world outcomes.

Farm of the Future Summit

In July 2023, Sonoma County Winegrowers hosted the first Farm of the Future Summit, bringing together global leaders in sustainability, climate, agriculture, and wine from over 20 organizations. Partnering with The Wharton School of Business, the summit served as a think tank to explore what’s next for our “living lab” and identify new opportunities for innovation and collaboration. The event directly led to new partnerships with John Deere, Wilbur-Ellis, and Agrology. Building on that momentum, we look forward to hosting our next Summit December 3-4, 2025.

Farm of the Future Vineyard Walk

In May 2024, we launched our Farm of the Future vineyard walk at our SunnyView vineyard and offices. This tour takes visitors on a journey of our sustainability mission, highlighting our best practices and ongoing pilot projects. Along the route, informative signage showcases key features such as pollinator strips, cover crops, and owl boxes, as well as cutting-edge technologies like our Western Weather Station, the Agrology Carbon Monitoring sensor, and the Wilbur-Ellis healthy soils pilot.

Grower Events



Dollars & \$ense

As part of our continued commitment to maximizing grower dollars, we transitioned our 2025 Dollars & \$ense annual meeting to a virtual format. Impressively, attendance for the webinar matched that of last year’s in-person event—delivered at a significantly lower cost. Early feedback has been positive, with many growers expressing appreciation for the flexibility of the format and a preference for more informal, social gatherings moving forward.

The program began with Board Chair Bret Munselle and President & CEO Karissa Kruse, who thanked our Board and Team for their ongoing leadership and support. Karissa then shared an overview of the past year, including video highlights from our marketing and Foundation initiatives. Bret rejoined to help present this year’s awards to our honorees.

Nick Frey Community Contribution Award

Professor George Day,
Wharton School of the University of Pennsylvania
Laurel Marcus, California Land Stewardship Institute

Sustainable Grower Award

Serres Ranch

Sustainable Producer Award

Silver Oak Cellars



Sustainable Winegrowing Field Day, Leadership Academy Graduation & BBQ Lunch

We held our Sustainable Winegrowing Field Day in July, and included in the program our graduation ceremony for the 2024 Leadership Academy. This year, following the opening presentation by Karissa on our Farm of the Future program, we were pleased to have our Farm of the Future collaborators—Agrology, John Deere, and Wilbur Ellis—present and host live demos in the vineyards. In addition to the field demos, participants attended workshops led by UCCE, CalFire, Sonoma County Department of Agriculture, Weights & Measures, and California Land Stewardship Institute. Each of these breakout sessions provided growers with up-to-date knowledge on current issues and programs that impact the grape growing community. During the event we also presented our **2024 Viticulture Award of Excellence to Tyler Klick of Redwood Empire Vineyard Management.**



Grower Events

The Century Club

To honor grape growers who have farmed continuously in Sonoma County for 100 years or more, we launched the Century Club in December of 2024. At our inaugural luncheon, we recognized 22 farming families who reached this milestone- and have since identified 8 more families to be honored this year.

These families represent a legacy of resilience and commitment. As Virginie Boone noted, “All of these families we honor... survived not only Prohibition, but phylloxera, two world wars, the Great Depression, an American population just learning about wine, changing consumer preferences, a global pandemic and so much more. But they persevered... with no shortcuts.”

The Century Club celebrates that legacy. These growers helped shape Sonoma County’s winegrowing reputation, and their stories continue to inspire. We’ll continue honoring both legacy families and new inductees each year at a special event.



Century Club Families Recognized in 2024

- The Azevedo Family-1904**
Azevedo A-Bar Ranch
- The Bacigalupi & Gaddini Family-1883**
Bacigalupi Vineyards
- The Bastoni Family-1905**
Bastoni Vineyards
- The Bisordi Family-1898**
Bisordi Ranch & Vineyards
- The Bundschu Family-1858**
Bundschu Company
- The Denner Family-1890**
Denner Ranches Inc.
- The Dutton Family-1880**
Dutton Ranch Corporation
- The Giusti Family-1875**
Giusti Ranch & Vineyards
- The Kunde Family-1904**
Wildwood Vineyards | Arthur Kunde & Sons, Inc
- The Leras Family-1918**
Leras Family Vineyards
- The Martinelli Family-1860**
Martinelli Winery & Vineyard
- The Mauritson Family-1868**
Mauritson Farms
- The Munselle Family-1872**
Munselle Vineyards
- The Puccioni Family-1904**
Puccioni Ranch & Vineyards
- The Rafanelli Family-1900's**
A. Rafanelli Winery
- The Saini Family-1917**
Saini Farms, Inc.
- The Sanchietti Family-1919**
Sanchietti Ranch
- The Schmidt Family-1856**
Tzabaco Rancho Vineyards
- The Sebastiani Family-1904**
Sebastiani Vineyards & Winery
- The Seghesio Family-1895**
Seghesio Family Vineyards
- The Serres Family-1924**
Serres Ranch
- The Young Family-1858**
Robert Young Estate Vineyards

New Century Club families will be honored December, 2025



Grower Programs

Throughout the year, we continue to offer a wide range of grower-focused programs, including:

Grower Webinars

In keeping with our virtual theme for meetings, we launched a robust series of grower educational webinars for this fiscal year. So far, we have hosted seven, from a range of subject matter experts and partners, covering topics from Crisis Communications by our public relations consultant, to Cyber Security by DHS & FBI, to Interest Rate Insights from American AgCredit.

Farm4Profit Podcast

In 2024, we launched a new partnership with the Farm4Profit podcast—one of the top agricultural podcasts in the U.S., boasting over 2 million downloads, 55+ million YouTube views, and 400,000+ followers. Each month, the program features one of our local farmers, highlighting their path in the industry, approach to wine-growing and a featured wine.

Western Weather Stations

With 80 stations located throughout vineyards across the county, our partnership with Western Weather allows us to deliver daily weather forecasts via email to growers. During the Spring and Fall, we also provide timely afternoon frost alerts, helping growers prepare for and respond to changing conditions.

IPM and PCA Meetings

These collaborative meetings give growers the opportunity to discuss real-time pest issues and treatment strategies throughout the county. Integrated Pest Management (IPM) best practices and low-impact methods are shared to promote sustainable solutions. Held from April through July in the Russian River Valley and Alexander Valley, these meetings are presented in partnership with Wilbur-Ellis and Grow West.

Vineyard Recycling Day

Our annual Vineyard Recycling Day gives growers a no-cost opportunity to dispose of materials like plastic piping, wood, and yard waste. In November, despite rainy weather, a strong turnout of growers participated—recycling over 150 tons of material.

Annual Holiday Harvest Party

Our biggest social event of the year took place on December 5 in our party barn, where over 200 guests gathered to celebrate the end of harvest and kick off the holiday season. It was a joyful evening filled with camaraderie, fun, and festive cheer.

Weekly Grower Email Newsletter

We keep our grower community informed with our weekly email newsletter. It includes updates on events, workshops, meetings, grower resources, and community highlights. If you're not receiving it yet, sign up here to stay connected: www.sonomawinegrape.org/contact



Over \$1.6 Million in New Grants

To maximize your investment and ensure your grower dollars go further, we've actively pursued grant funding over the past 12+ years to supplement our program budget.

Concluded

- A Specialty Crop Block Grant of \$450,184, running through April 2025, targeted new sales to new buyers and trade accounts via events across the country.

New

- A Specialty Crop Block Grant of \$494,435 was received by Sonoma County Winegrowers which supports marketing efforts such as our sports partnerships, sustainability wine camps for media and trade, a young professionals education program on Sonoma County wine, and an educational video series.
- A Specialty Crop Block Grant of \$409,160 was received by Sonoma County Winegrowers to expand the Leadership Academy, launch a mentorship program for Academy alumni, and increase access to continuing education for vineyard employees and Leadership Academy participants.
- A grant for \$712,757 was granted by the EDD for workforce education designed to support farmworker training in several key areas, including digital literacy, financial skills, English proficiency, and climate-smart agricultural practices.

Sonoma County Fundación de la Voz de los Viñedos



About the Sonoma County Fundación de la Voz de Los Viñedos

Originally called the Sonoma County Grape Growers Foundation (SCGGF), Sonoma County Fundación de la Voz de Los Viñedos was first established in 2002 as a 501(c)(3) organization to help fund educational workshops in Spanish for agricultural employees.

Relaunched in January of 2016, the mission of the Fundación is simple: support local vineyard employees and their families.

Since its relaunch in 2016, the Sonoma County Fundación de la Voz de Los Viñedos has continuously proven it has a unique model of outreach and support, recognizing and relying on the trusted relationship that farmers have with their employees. The Fundación has five strategic priorities: leadership; empowerment and recognition; workforce development; resiliency; and resources. The two flagship programs are the Vineyard Employee Recognition Program and the Leadership Academy.

In 2022, the first class of the Leadership Academy met to brainstorm names for the Foundation which would best represent them and the work they do. They selected Sonoma County Fundación de la Voz de Los Viñedos (The Voice of the Vineyards). The Fundación is managed by the Sonoma County Winegrowers with a 16-member board of directors comprised of agricultural leaders, vineyard and winery owners, and Sonoma County community leaders.

The Vineyard Employee Recognition Program

Established in 2018, the monthly Employee Recognition Award is presented to vineyard employees who are achieving excellence in the workplace. Employees are recognized and rewarded for individual achievement and exceptional performance. Each month highlights a different theme, showcasing the various skills and numerous contributions of Sonoma County's vineyard employees. At the conclusion of each year, Fundación de la Voz de los Viñedos hosts an awards luncheon for all award recipients, their employers, and their families. At the awards luncheon, each employee of the month is recognized, and the Vineyard Employee of the Year is announced.



2024 Employee of the Year: Antonio Guzman, Robert Young Vineyards

In 1985, Antonio Guzman began his career at Robert Young Vineyards, following in his father's footsteps. Raised along side his two brothers Jose and Miguel "Calan," on the Geyserville property, Antonio grew up immersed in vineyard life. Today, the three brothers still work side by side, and the Guzman and Robert Young families have enjoyed more than four decades of working together.



Last year, Antonio celebrated 40 years with Robert Young Vineyards and was honored as the 2024 Sonoma County Vineyard Employee of the Year at the annual Vineyard Employee Recognition Celebration in February.

He and his wife, Rosa, have called the property home for decades, raising their daughter, Dianna, who now studies at Cal Poly Pomona. Antonio oversees the installation of new irrigation and sprinkler systems for vineyards being replanted- helping lay the groundwork for the next generation at Robert Young Vineyards. Congratulations to Antonio and the Robert Young Vineyards team!



Sonoma County Fundación de la Voz de los Viñedos

The Leadership Academy

In 2022, the Fundación de la Voz de los Viñedos launched an innovative new Leadership Academy to support the professional development of our local vineyard employees. The Leadership Academy provides leadership training to vineyard employees, and informs them about the resources and services available to them within the community over eight sessions between January and July. This program is not about farming skills, but rather about advancing the skills needed for vineyard employees to be promoted into leadership roles within their organization or in the community. The goal is to enhance their current leadership skills and responsibilities. The knowledge learned from this Academy is not only shared with fellow colleagues, but with friends, family, and the local community, which provides an additional benefit. Topics presented to the class include sustainability, financial literacy, education, human resources, compliance, healthcare, disaster preparedness, communications, media training, and more.

All members who graduate from the academy join the Alumni Network that allows them to mentor a current member as well as receive continuing education opportunities. To be nominated for the Leadership Academy, employees must have been a prior employee of the month recipient in order to ensure some connection with the foundation and its programs.



2025 Leadership Academy Graduates

Alfonso Quintero Gómez
Sangiacomo Family Vineyards, 19 Years

Andrés Bautista
Munselle Vineyards, 11 Years

Armando González
Robert Young Vineyards, 43 years

Claudia Cruz
Redwood Empire Vineyard Management, 27 Years

Crispín Solorio
Bevill Vineyard Management, 27 Years

Edith Castro
Lynmar Estate Winery, Quail Hill Vineyards, 7 Years

Eugenio López
Mauritson Farms, 19 Years

Everardo Paniagua Rodríguez
Emeritus Vineyards, 10 Years

Gabriel Ruiz
Atlas Vineyard Management, 30 years

Gilberto Sapien
Sonoma-Cutrer Vineyards, 26 Years

Isaías Iñiguez
Dutton Ranch, 11 years

Jerónimo Lozano Vázquez
Jackson Family Wines, 13 Years

Jorge Guzmán
Atlas Vineyard Management, 8 Years

José H. Manzo Valencia
Four Seasons Vineyard Management, 15 Years

José Luis Herrera
Four Seasons Vineyard Management, 16 Years

Leonel Mendoza
Munselle Vineyards, 25 Years

Lorenza Lara
St. Francis Winery & Vineyards, 6 Years

Marcial Tinoco
Joseph Phelps Vineyards, 21 years

Raúl Vera
Jackson Family Wines, 12 Years

Victor Rosales
Atlas Vineyard Management, 13 Years





What's Ahead...

Coming in 2025/2026: Continuing Partnerships

We are so excited about our plans for the upcoming year! In addition to continuing our successful programs from the past, we have quite a few new activations planned, building on our strong marketing partnerships with important new collaborations.



We're excited to continue our partnership with the San Francisco Giants, bringing Sonoma County wine to fans in premium settings throughout the season. This year, we'll host a "Sonoma in the City" VIP tasting in Triples

Alley, return to the VIP Cloud Club for three games, and expand our presence with new Gotham Club activations, delivering elevated wine experiences across the ballpark. Additionally, we're proud to present the Giants Wine Club, offering members premium Sonoma County wines, exclusive experiences, and unique opportunities to connect with our region's wineries.



We're partnering with the Rockets and the Toyota Center to expand the presence of Sonoma County wines across their lounges, suites, and VIP areas. In addition, we're exploring new pre-game and in-game activation formats that showcase our region's

diverse wines alongside perfectly paired bites for an elevated fan experience.



We'll be back in Aspen for the Food & Wine Classic, featuring a wide variety of Sonoma County

wines at the 3-day Grand Tasting event. To elevate our presence, we're exploring expanded partnerships with local venues and American Express, which manages the Trade program, to host wine dinners and additional brand activations during the event.



HEALDSBURG
WINE & FOOD

As we look ahead to the 5th annual Healdsburg Wine & Food Experience, SCW is excited to welcome partners and guests for immersive experiences that

showcase all Sonoma County has to offer—from our world-class wines and scenic vineyards to the people and stories that define our region.



LANDRY'S
DINING · HOSPITALITY · ENTERTAINMENT · GAMING

In addition to our Texas wine festivals, we're excited to return to Mexico City and build on our growing presence with expanded

activations. We're also working to broaden our partnership with Landry's by introducing wine dinners, co-branded events, and new hosting opportunities across additional restaurant concepts.



GUILDSOMM

We're proud to continue our partnership with GuildSomm, the leading educational resource for

sommeliers worldwide. As part of this collaboration, we work with GuildSomm to host 3-hour Sonoma County Masterclasses for their members across the country, with the next scheduled for this fall in Dallas and Chicago. These classes showcase the diversity of Sonoma County's wine region through in-depth presentations on our history, climate, soils, and more, accompanied by tastings of 15+ representative Sonoma County wines.

SCW also sponsors the TopSomm wine competition, where the top 15 scorers are awarded an immersive trip to Sonoma County. During their visit, participants engage in a full experience of the region, including educational seminars, guided tastings, vineyard tours, truck talks, winery dinners, and even hands-on harvest activities.



Now in its second year, our partnership with the Chicago Bears continues to grow as we return to Soldier Field to host a suite of influencers, generating strong content and engagement. We're also expanding our reach through

partnered events with the Bears and Crate & Barrel, exploring new ways to elevate Sonoma County's presence and impact in the Chicago market.



We're continuing our partnership with the Coachella Valley Firebirds, maintaining strong in-arena branding and our prominent billboard on I-10, while once again sponsoring the Cactus Cup, their NCAA Division 1 hockey tournament.

This season, we're also collaborating with the team, arena, and our growers to launch Sonoma County private label Chardonnay and Cabernet Sauvignon, bringing our wines directly to fans throughout the venue.



We're excited to continue our partnership with Lettuce Entertain You as we return to Chicago on March 7, 2026 for the second annual Sonoma in the City, a showcase of Sonoma County's wineries,

AVAs, and diversity. This event offers an immersive experience into the wines, people, and places that define Sonoma County, all set within one of Chicago's premier destinations.

Coming in 2025/2026: New Programs

In addition to our slate of continuing partnerships and programs, we're excited to share some of the new collaborations and events we have planned.

Sonoma SommCamp with The Somm Journal

We're partnering with SOMMJournal/Tasting Panel Magazine to bring a group of sommeliers to Sonoma County for an immersion trip. Our growers will host the 27 sommeliers for truck talks in the vineyards before we show them our matchless hospitality at a walk-around wine reception followed by dinner.

Back Roads & Back Stories Video Series

Ray Isle will be returning to host the third season of his Back Roads & Back Stories video series. Ray will travel the back roads of Sonoma County and meet with winegrowers for a series of up close and personal interviews about the back stories of grape growing, sustainable farming, and the history of agriculture.

SommCamp with Ray Isle

Somm Camp is a three-day immersive experience designed to connect top sommeliers from across the country with the people, places, and wines of Sonoma County. Hosted by renowned wine writer Ray Isle, this exclusive program will offer a deep dive into our region through educational seminars, expert panels, vineyard tours, and hands-on harvest experiences. Attendees will engage directly with local winemakers and growers through truck talks, guided tastings, and intimate winemaker lunches and dinners, gaining a deeper understanding of Sonoma County's diversity, sustainability practices, and world-class wines.

Grape Camp & Wine Camp

Another return of a favorite program, we're thrilled to bring back Grape Camp this fall. We'll be hosting 22 consumers (including auction lot winners from Minnesota and Chicago) plus 2 media for a behind-the-scenes hands-on harvest experience. From picking grapes with our growers to following the wine to the crush pad to crafting a blend, campers will get to have a once-in-a-lifetime experience of Sonoma County ag in action. New this year, we'll also be launching a spring "Wine Camp"—a more casual, accessible version of Grape Camp—designed to introduce more guests to Sonoma County through wine-focused experiences and storytelling.

Charleston Food & Wine

Expanding on our partnership with Food & Wine and the success at the Aspen Classic, we're headed to Charleston this fall for their newest event. We'll be the exclusive wine sponsor at the ultimate tailgate party, set against the stunning backdrop of Kiawah River.

Sonoma County Magnum Awards

The Sonoma County Magnum Awards celebrate restaurants across the country that champion Sonoma County wine and agriculture. These awards honor establishments on a variety of factors such as regular purchases of Sonoma County wines, strong and collaborative relationships with wineries, thoughtful representation of different vintages and AVAs, efforts to host or promote winemaker dinners or Sonoma-focused events and support our growers by sharing the Sonoma County story with their guests.

Each winner will receive a custom-etched magnum bottle to display in their restaurant and will be highlighted in a national advertising campaign in Food & Wine magazine. The Magnum Awards recognize excellence in wine hospitality and strengthen the connection between Sonoma County and top culinary destinations.

Century Club Wine Bottle Label

We're in the approval process of launching a new Century Club logo, created to recognize Sonoma County families who have farmed continuously for 100+ years and are actively growing grapes today.

Similar to our Sustainability logo, this emblem can be used on wine bottles to highlight that the wine was made with grapes from a Century Club grower. It celebrates agricultural legacy while helping consumers connect with the heritage, authenticity, and family tradition behind each bottle.



FOOD & WINE
CLASSIC
— CHARLESTON —



SCW Board of Directors

2024/2025

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Munselle Vineyards

Tyler Klick, Vice Chair
Redwood Empire Vineyard Management

Taylor Serres, Treasurer
Serres Ranch

Joe Dutton, Secretary
Dutton Ranch

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Marissa Ledbetter-Foster
Vino Farms

Monica Mehta (Public Member)
Seventh Capital LLC

April Nalle
Nalle Winery

Dan Rotlisberger
Robert Young Estate Vineyards & Winery

Mark Sanchietti
Sanchietti Farming

Justin Seidenfeld
Rodney Strong Vineyards

Matt Vogensen
Bevill Vineyard Management

ALTERNATES

Michael Busselen
Woodhawk Vineyards

Domenic Carinalli
D&L Carinalli Vineyards & Winery

Chris Crispo
Bush Crispo Vineyards

Kris Hicks
ViMark Vineyards

Jeremy Kreck
Mill Creek Vineyards & Winery

George Martinelli
Martinelli Vineyards & Winery

Mark Orsi
Orsi Family Vineyards

Jim Rickards
J. Rickards Vineyard & Winery

Mary Calla Rowan
Wine Creek Vineyards

Rich Schaefer
Nuveen Natural Capital

2025/2026

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Steve Sangiacomo
Sangiacomo Family Vineyards

Justin Seidenfeld
Rodney Strong Vineyards

Matt Vogensen
Bevill Vineyard Management

ALTERNATES

Michael Busselen
Woodhawk Vineyards

Chris Crispo
Bush Crispo Vineyards

Kris Hicks
ViMark Vineyards

Alex Kanzler
Kanzler Vineyards

Jeremy Kreck
Mill Creek Vineyards & Winery

George Martinelli
Martinelli Vineyards & Winery

Mark Orsi
Orsi Family Vineyards

Jim Rickards
J. Rickards Vineyard & Winery

Mark Sanchietti
Sanchietti Farming

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Caroline Bush Crispo

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Associates



Rachel Thralls



Virginie Boone



Amy G.

Foundation



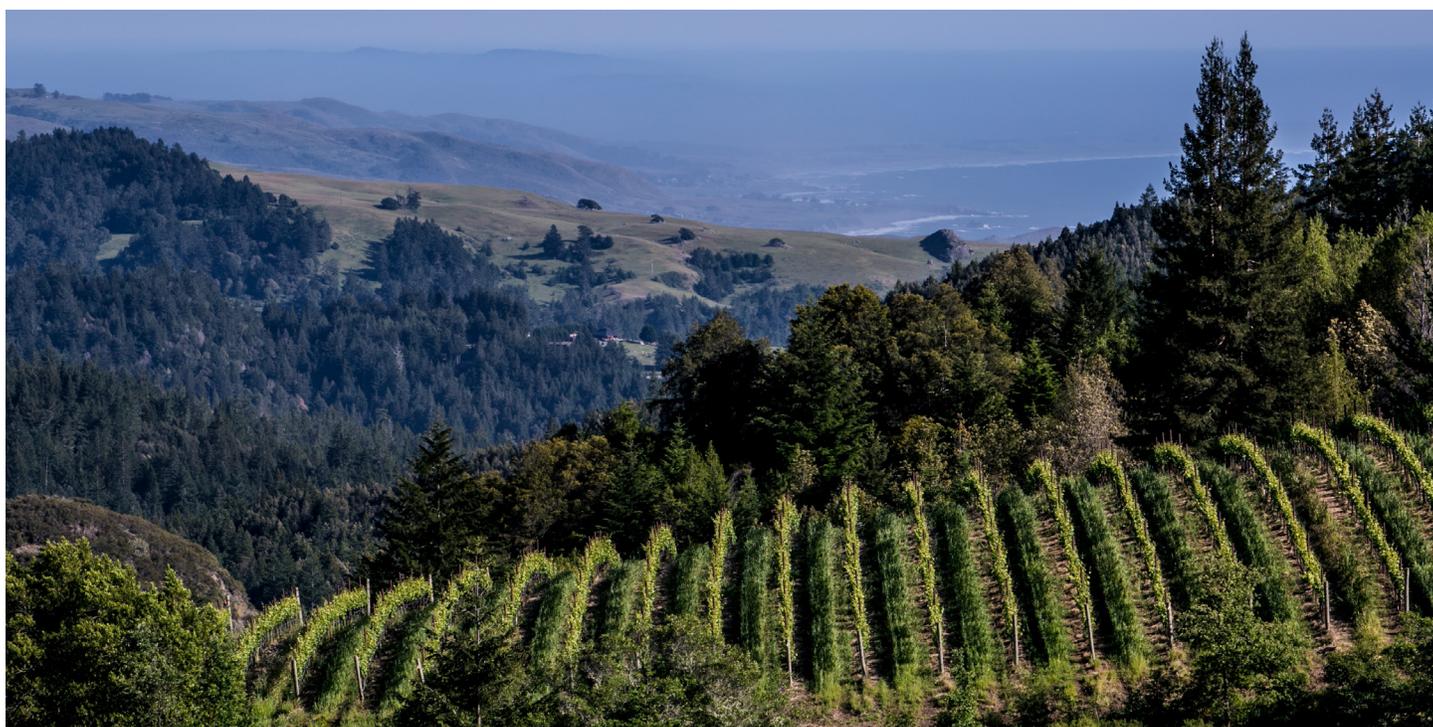
Josephina Fregoso

Director of Programs (Part Time)

Commission Audited Financials

Fiscal year ended June 30th	2024	2023	2022
Revenues			
Program Revenues			
Grants and Sponsorships	\$ 780,931	\$ 518,796	\$ 1,408,961
General Revenues			
Assessments	2,469,849	2,001,344	1,880,807
Other income	52,889	44,581	207,566
Total revenues	3,303,669	2,564,721	3,497,334
Expenditures/expenses			
Salaries and employee benefits	1,228,508	1,160,410	1,040,816
Marketing, advertising, and promotion	849,535	704,107	471,199
Events, meetings, and seminars	783,761	539,680	402,730
Sponsorship related	135,488	122,128	470,849
Occupancy and office expense	133,203	107,873	122,812
General and administrative	378,060	344,208	379,353
Total expenses	3,508,555	2,978,406	2,887,759
Change in net position	(204,886)	(413,685)	609,575
Net position, beginning of year	2,009,530	2,423,215	1,813,640
Net position, end of year	\$1,804,644	\$2,009,530	\$2,423,215

This is the most current audited financial statement by Pisenti & Brinker



Thank you to our Sponsors



The background of the entire page is a lush, green vineyard with rows of grapevines stretching across rolling hills. In the upper left, there is a white rectangular logo with a black border containing the text "SONOMA COUNTY" in a bold, sans-serif font. Below this logo, the words "WINEGROWERS" are written in a larger, bold, white, sans-serif font, slanted upwards to the right.

**SONOMA
COUNTY**

WINEGROWERS

OUR CREED

We are farmers always

We are grape growers today

**We believe in preserving agriculture
for future generations**

**We see sustainability as our compass
for better farming and business**

**We understand that history offers a guide
to making decisions in the future**

**We believe in continuous learning,
improvement and collaboration**

**We are positive contributors to our
community and industry**

**We are caretakers of the land we inherited
on behalf of those who will inherit it from us**

**Generation after generation,
we are Sonoma County Winegrowers.**

SONOMA
COUNTY

WINEGROWERS

3245 GUERNEVILLE RD.
SANTA ROSA, CA 95401

