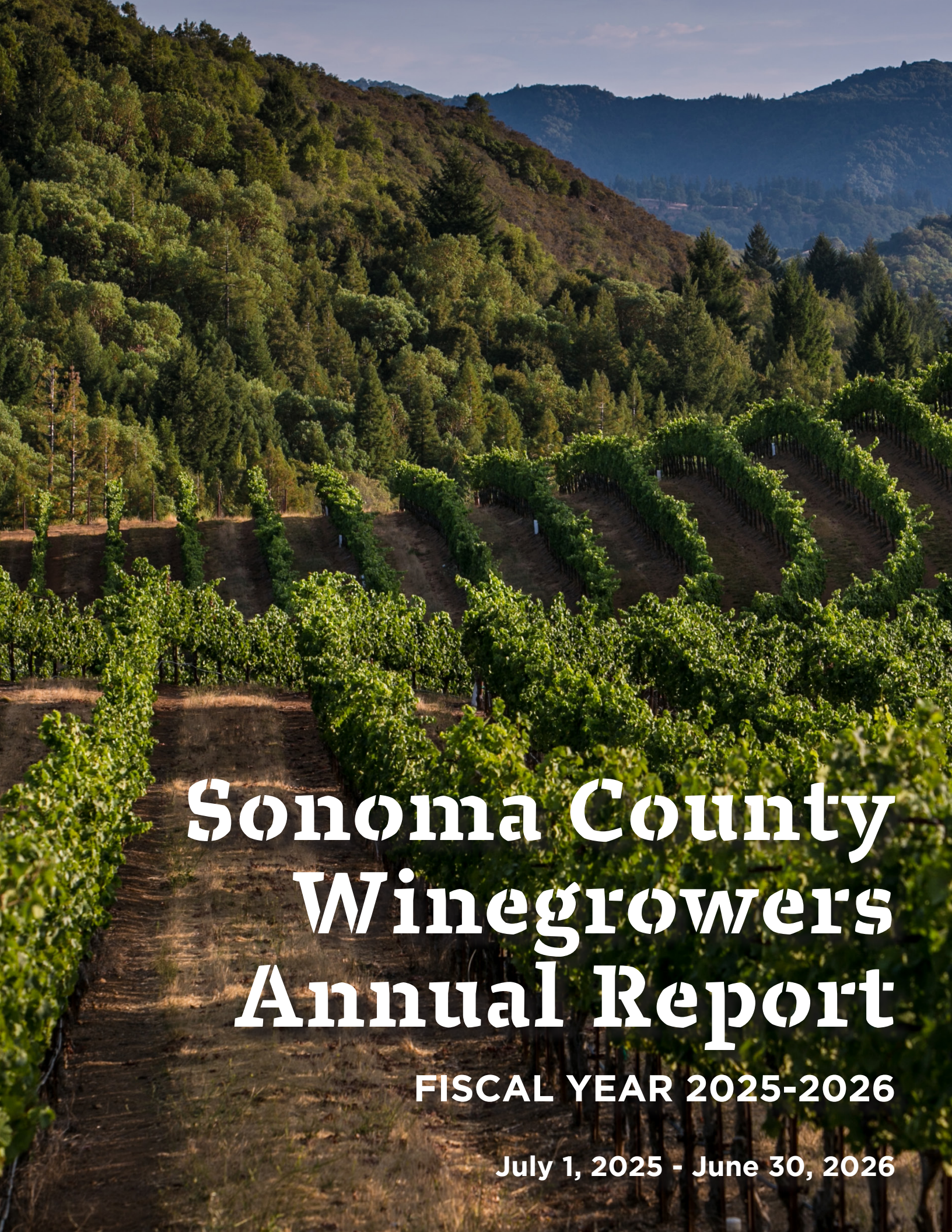


Sonoma County Winegrowers Annual Report

FISCAL YEAR 2025-2026

July 1, 2025 - June 30, 2026

Table of Contents

About Sonoma County Winegrowers.....2

Letter from Outgoing Board Chair, Bret Munselle.....3

Letter from CEO, Karissa Kruse.....4

Letter from Incoming Board Chair, Tyler Klick.....5

Our Fiscal Year in Review.....6-7

Marketing.....8-23

Farm of the Future.....24-25

Grower Events & Programs.....26-28

Fundación de la Voz de los Viñedos.....29-31

SCW Board & Staff.....32-33

Commission Audited Financials.....34

Sponsorships.....35

Our Creed.....36

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.

Stay Connected

www.sonomawinegrape.org

@sonomagrapes

@sonomacountywinegrowers

@sonomawinegrowers

Letter From Outgoing Board Chair Bret Munselle



As I conclude my term as the board chair of the Sonoma County Winegrowers, I am grateful for the opportunity to serve the growers of Sonoma County. This year has also been especially meaningful for my family as we celebrated 150 years of farming at Munselle Vineyards. That milestone is a reminder that every generation has faced its own challenges and opportunities, and that our responsibility is to leave Sonoma County agriculture stronger than we found it.

These past two years have challenged our industry, but they have also reinforced the importance of our mission. The long-term success of our growers depends on the success of our wineries, which is why building demand for Sonoma County wines and strengthening the Sonoma County brand have never been more important.

This year marked the 20th anniversary of the Sonoma County Winegrape Commission, celebrating two decades of grower leadership and investment in our region. Growers reaffirmed that commitment by overwhelmingly renewing the Commission through last year's referendum, underscoring the importance of continuing to invest in marketing Sonoma County and ensuring our region remains competitive in a changing marketplace.

Our board also took an important step toward the future by unifying Sonoma County Winegrowers' Winery Collaborative and Sonoma County Vintners. By aligning our winery memberships, we are creating a stronger, more coordinated approach to supporting both growers and wineries, while presenting a unified Sonoma County to consumers, trade, media, and partners around the world.

It has been an incredible honor to serve as Chair. I am grateful to my fellow board members, the Sonoma County Winegrowers team, and, most importantly, the growers who entrusted me with this responsibility. I leave this role optimistic because I know the strength of Sonoma County has always been its people. It's the growers, vintners, and families who care deeply about this region and continue to work together to ensure its future.

Bret Munselle

Sonoma County Winegrowers Outgoing Board Chair













Letter from Chief Executive Officer Karissa Kruse



Every generation of agriculture faces defining moments. Some seasons test us. Others reshape us. I believe this past year has been both.

The wine industry continues to navigate one of the most challenging marketplaces in recent history. Changing consumer behaviors, rising costs, and global competition have created real challenges for growers and wineries alike. Yet moments like these also create opportunities to lead, innovate, and build a stronger future.

At Sonoma County Winegrowers, we remain focused on that future. We continue to invest in innovation through our Farm of the Future initiative, expand partnerships that introduce new audiences to Sonoma County wine, strengthen our agricultural workforce, and always champion sustainability. Most recently, we announced the merger of Sonoma County Vintners into our Winery Collaborative which is a significant step toward creating a more unified platform that supports our growers and wineries while allowing Sonoma County to tell its story with one stronger voice.

Thank you to our Board of Directors for their leadership, our staff for their passion and dedication, our growers and winery partners for their unwavering commitment to this region, and our sponsors and community partners for believing in the future of Sonoma County wine and winegrowing. Your collaboration and shared vision continue to make this one of the most innovative and respected wine regions in the world.

Together, we are building a stronger future for Sonoma County wine and agriculture rooted in innovation, sustainability, collaboration, and a shared commitment to the generations that will follow.

With gratitude,

Karissa Kruse
Chief Executive Officer
Sonoma County Winegrowers













Letter From Incoming Board Chair Tyler Klick



As I begin my term as Board Chair of Sonoma County Winegrowers, I'm honored to serve an organization dedicated to supporting winegrowing across Sonoma County.

My path to farming began long before my career. I grew up in a California family with vineyards in Lake County and a logging and lumber business in Mendocino County, this is where I learned the value of hard work and caring for the land. Although I initially pursued a degree in Health Science, summers spent working with my family made it clear that agriculture was where I belonged. After earning a degree in Viticulture and Enology from UC Davis, I joined Redwood Empire Vineyard Management in 1997 and today serve as co-owner and viticulturalist.

One of the things I value most about this industry is the people. I've seen firsthand what we can accomplish when growers share ideas, support one another, and work toward common goals. That's what makes Sonoma County special, and it's what makes serving as your Board Chair so meaningful.

As growers, we know producing exceptional winegrapes is only part of the equation. Long-term success also depends on strong markets, meaningful partnerships, and consumers who understand what makes Sonoma County unique. That's where Sonoma County Winegrowers makes a difference bringing our industry together, creating new opportunities for our wines, and helping tell the story of this remarkable region.

As a wine community, we have an exciting opportunity to continue building demand for Sonoma County wines while supporting the growers, wineries, and vineyard employees who make them possible. I'm excited to work with our Board, staff, members, and partners as we continue moving our region forward.

Thank you for the opportunity to serve as your Board Chair. I look forward to seeing many of you during harvest and throughout the coming year. Wishing you a safe, successful harvest.

Tyler Klick
Sonoma County Winegrowers Board Chair













Our Fiscal Year in Review

2025

Jul 8th
SF Giants Triples Alley Tasting

Jul 10th
Chicago Bears Suite Tasting

Jul 20th
Sonoma County Farm Fest

Jul 30- Aug 1st
The Somm Journal Sonoma Somm Camp

Jul 31st
John Deere WorldWide Ag Sonoma County Visit

Aug 9th
Petaluma Gap Winegrowers Alliance Wind to Wine Festival Vineyard Walk

Aug 14th
Annual Grower BBQ

Aug 19th
Property Value & Crop Insurance Webinar

Aug 27th, 28th, 29th
SF Giants Cloud Club Pourings

Sep 7-9th
GuildSomm Top Somm Immersion Trip

Sep 21
Chicago Bears Influencer Suite Tasting

Sep 21-24th
Somm Camp Co-Hosted with Ray Isle

Sep 24-27th
Back Roads & Back Stories with Ray Isle Filming

Sep 28-Oct 1st
Sonoma County Grape Camp

Oct 16th
GuildSomm Masterclass Chicago

Oct 28th
GuildSomm Masterclass Austin

Oct 31-Nov 2nd
Old Vine Conference

Nov 6th
Sonoma County Winegrowers Harvest Party

Nov 12-13th
SF Giants Wine Club Webinar

Nov 14-16th
Charleston Food & Wine Classic

Nov 17th
Vineyard Recycling Day

Nov 18th
Chicago Bears Crate & Barrel Wine Tasting

Dec 3rd
Reservoir Farms Sonoma County Launch

Dec 3-4th
Sonoma County Farm of the Future Summit

Dec 7th
SF Giants Wine Club Batting Practice

Dec 11th
2nd Annual Century Club Luncheon

Our Fiscal Year in Review

2026

Jan 2nd Coachella Valley Cactus Cup	**Jan 22nd** Virtual Dollars & $ense	**Jan 28th** Unified Symposium Regional Wine Tasting	**Jan 30th** Houston Rockets Gala	**Jan 31st** ZinEx Sonoma County Masterclass & Grand Tasting	**Feb 7th** Taste of the NFL San Francisco
Feb 10-12th World Ag Expo with John Deere	**Feb 11th** Houston Rockets VIP Suite Tasting	**Feb 12th** Houston Rockets Premium Wine Tasting	**Feb 14th** Landry's Love at the Lake South Lake Tahoe	**Feb 23-26th** John Deere Corporate Headquarters Visit	**Mar 7th** Sonoma in the City Chicago
Mar 14th SF Giants Fan Fest	**Mar 20th** A Taste of Sonoma County with The Shops on El Paseo	**Mar 19-22nd** Palm Desert Food & Wine Festival	**Mar 21st** SF Giants Wine Club Sonoma County Wine Tasting	**Mar 22-Mar 25th** Court of Master Sommeliers Women's Symposium	**Apr 19th** SF Giants Wine Club Pick Up Party
Apr 22nd Taste of the NFL Draft Pittsburgh	**Apr 25th** Landry's Kemah Wine Fest	**Apr 30th** Wine Institute Resilient Future Media Tour	**May 2nd** Landry's Tower of the Americas Wine Fest	**May 12-13th** James Suckling Red Bordeaux Tasting	**May 14-17th** Healdsburg Wine & Food Experience
May 14-17th Somm Camp with Ray Isle	**June 6th** ZAP Z Grand Tasting San Francisco	**June 8th** Wine Institute Next Wave Conference	**June 15th** Sonoma Jet Center Event	**June 18-19th** James Suckling Pinot Noir & Chardonnay Tasting	**June 19-21st** Aspen Food & Wine Classic

Marketing: Events & Partnerships

Food & Wine

Over the past 15 years, our work with Food & Wine has grown into a long-standing partnership grounded in shared values. What started as a content partnership has organically evolved into a range of events and experiential programs, giving us more dynamic and engaging ways to connect with our audiences.

Together, we work alongside Food & Wine at signature gatherings such as the Aspen Food & Wine Classic and the Charleston Food & Wine Classic, bringing our region's story to life through memorable, consumer-focused experiences.

Advertising

Working with People Inc., publisher of Food & Wine, allows us to reach audiences across print, digital, and social platforms with a coordinated advertising approach. Food & Wine alone engages more than 13.6 million readers, generates 35.8 million monthly page views, and connects with 13.5 million followers on social media. With access to other publications with People Inc., we can significantly expand our footprint.

Aspen Food & Wine Classic

In 2025, Sonoma County Winegrowers served as the presenting wine region sponsor of the exclusive Aspen Top of the Mountain Party, a premier Food & Wine event featuring VIP celebrity, consumer, trade, and media guests. The event exclusively poured wines from Sonoma County, showcasing the region's exceptional quality and range. We also activated throughout the three-day Grand Tasting, connecting with trade and consumers and highlighting Sonoma County wines.

Sonoma County Winegrowers returned in 2026 with an activation at the three-day Grand Tasting, connecting with thousands of consumers, media, and trade members throughout the weekend. A rotating lineup of wines from Sonoma County wineries showcased the region's distinct AVAs, quality, and commitment to sustainability.



Charleston Food & Wine Classic

In November 2025, Sonoma County Winegrowers participated for the first time in the Charleston Food & Wine Classic, Food & Wine's second annual festival in this emerging market. As the presenting wine sponsor for the closing Tailgate Party, we introduced Sonoma County wines to new audiences while strengthening our presence in the Southeast and engaging directly with consumers throughout the Classic. We also participated in the two-day Grand Tasting, further connecting with consumers and showcasing the quality and range of Sonoma County wines.

FOOD&WINE CLASSIC CHARLESTON







FOOD&WINE CLASSIC ASPEN



Marketing: Events & Partnerships

Healdsburg Food & Wine Experience

Sonoma County Winegrowers is proud to be a founding partner of the Healdsburg Wine & Food Experience. Now in its fifth year, the event attracts more than 4,000 wine and culinary enthusiasts from across the country to Sonoma County for an unforgettable weekend of destination-driven experiences.

2026 Healdsburg Food & Wine Experience

In partnership with California Wines, Sonoma County Winegrowers presented seminars, wine tastings, and grower-led experiences that showcased the region's excellence and strengthened its global reputation as one of the world's premier winegrowing regions.

- **Sonoma Somm Camp - May 2026**

Hosted in partnership with Ray Isle, this year's HWFE welcomed 19 leading sommeliers and wine buyers from top restaurants and programs across the U.S., Mexico, and Canada to Somm Camp. This exclusive, behind-the-scenes experience immersed trade leaders in the energy of the event while showcasing Sonoma County and educating attendees on the region's winegrowing community. Through cooking competitions with vintners and "truck talks" in vineyards, participants gained firsthand insight into the wines, vineyards, and craftsmanship that define Sonoma County. The experience fostered meaningful connections between industry leaders and the region's growers, winemakers, and community.

- **New- Sommelier Showdown Dinner- May 2026**

Among the HWFE highlights was a sold-out Sommelier Showdown dinner hosted by Sonoma County Winegrowers at Dry Creek Kitchen. The dinner was attended by consumers and showcased Sonoma County food and wine pairings. Led by Chefs Charlie Palmer, Shane McAnelly, Taylor Kelley, and Paul Canales and MC'd by Karissa Kruse, the evening challenged sommeliers to present their best food and wine pairings to a panel of judges, including Food & Wine's Executive Wine Editor Ray Isle, SF Giants Sommelier Evan Goldstein, and journalist Virginie Boone.

Ray Isle Somm Camp - Sep. 2025

In September, Somm Camp welcomed 19 sommeliers from across the country to Sonoma County for three immersive days exploring the depth and diversity of the region. Designed to develop connections between wine buyers and wine brands, the program brought participants face-to-face with local wineries, winemakers, and growers. Highlights included hands-on harvest experiences, behind-the-scenes winery tours, and a lively cooking competition where winegrowers and sommeliers teamed up to compete.

HEALDSBURG WINE & FOOD EXPERIENCE

CALIFORNIA WINES











Marketing: Ongoing Partnerships

California Wines Partnership

Our partnership with California Wines continues to strengthen the presence of Sonoma County wine in the global marketplace while advancing conversations around innovation and the future of the industry. Together, we hosted influential leaders, media, and decision-makers from around the world, showcasing Sonoma County's leadership in sustainability, climate adaptation, and Farm of the Future initiative.







Resilient Future Media Tour- April 2026

The Resilient Future Media Tour brought together leading wine communicators from 12 countries for an educational experience, providing access to the people, practices, and innovations shaping a more resilient future for California wine. Participants engaged with winemakers, growers, and next-generation industry leaders, gaining firsthand insight into sustainable viticulture practices, Sonoma County sustainability initiatives, emerging technologies, and evolving consumer engagement strategies.

Hosting a portion of the tour, Sonoma County Winegrowers showcased our Farm of the Future initiative and provided a tour of the newly unveiled Reservoir Farms Sonoma incubator Guests also heard from Sonoma County growers through panel discussions focused on the importance of legacy and leadership in agriculture, the next generation of farming, and sustainability in action.

Next Wave Session- June 2026

The Next Wave Session brought together 50 wine leaders, including top sommeliers, industry executives, and influential voices from around the world to explore California wine and its future. The program combined immersive tastings, masterclasses, and panel discussions focused on innovation, sustainability, climate adaptation, and the evolving wine consumer.

Sonoma County Winegrowers participated in a dedicated segment of the program focused on vineyard innovation and sustainability, showcasing how the future of wine and winegrowing is taking shape in Sonoma County and across California. The program included a panel highlighting Reservoir Farms Sonoma, the first of its kind agricultural innovation hub. In partnership with John Deere, attendees also experienced a demonstration of Smart Apply sprayer technology, highlighting innovative approaches to precision agriculture and vineyard management. These experiences reinforced Sonoma County's leadership in innovation, environmental stewardship, and the future of agriculture.

Marketing: Ongoing Partnerships







GuildSomm Partnership

Our partnership with GuildSomm continues to connect Sonoma County wines with influential wine professionals through immersive educational experiences and trade-focused programming. Together, we provide opportunities for sommeliers, wine buyers, educators, and hospitality professionals to deepen their understanding of Sonoma County's vineyards, wines, and sustainability initiatives.

Wine Champs Trip

In September 2025, GuildSomm returned to Sonoma County for its annual Wine Champs trip, an exclusive educational experience awarded to the top scoring sommeliers of the wine champs test. During this multi-day program, participants received behind-the-scenes access to Sonoma County grape growing and winemaking, exploring vineyards, crush facilities, and winery operations while engaging directly with growers and winemakers.

The experience provided participants with a deeper understanding of Sonoma County's winegrowing heritage, sustainability leadership, and diverse growing regions, forging lasting connections and increasing promotion of Sonoma County wines.

Sonoma County Masterclasses

Sonoma County Winegrowers continued its educational masterclass series led by GuildSomm Master Sommelier Chris Tanghe. These in-depth seminars showcase 18 Sonoma County wines per masterclass, highlighting 36 wine brands per year. Each masterclass represents a range of varietals and American Viticultural Areas (AVAs), highlighting the region's range.

Hosted in Chicago and Austin in Fall 2025 and Phoenix and Kansas City in Spring 2026, the masterclasses attracted GuildSomm members, including sommeliers, wine buyers, restaurateurs, educators, and other wine industry professionals, further expanding awareness and appreciation of Sonoma County wines among key trade audiences.

The markets were strategically selected for their strong wine cultures, established trade communities, and potential to grow awareness of Sonoma County among influential wine professionals. As major metropolitan markets with active restaurants, hospitality, and wine communities, these cities provide opportunities to connect directly with sommeliers, buyers, and educators who influence wine purchasing and consumer recommendations.

Marketing: Sonoma County Hosted Events

Sonoma County Grape Camp

Sonoma County Grape Camp returned in 2025, reaffirming its place as one of Sonoma County Winegrowers' most impactful consumer-focused programs. The three-day adventure offered an unforgettable, behind-the-scenes look at wine country during harvest, giving participants a rare, hands-on experience of the region's agricultural roots and winemaking culture.

Grape Camp returned with a strategic business focus: bringing highly engaged consumers directly to Sonoma County to strengthen connections with the region and drive direct-to-consumer sales. By providing an immersive experience with growers, winemakers, and winery partners, the program helps build lasting consumer relationships while encouraging future visitation, wine purchases, and brand loyalty.

Day One – Welcome & Harvest Experience

Guests checked in at Harmon Guest House before a welcome reception and dinner at J Vineyards & Winery. The evening concluded with a surprise nighttime harvest experience in the Russian River Valley hosted by Vimark Vineyard Management.

Day Two – Vineyard & Grower Connections

The day included breakfast at Appellation Healdsburg with local celebrity chef Charlie Palmer, a winery tour at Trione Vineyards & Winery, followed by a vineyard tour, lunch, and grape stomp at Limerick Lane Cellars, a camper favorite. Guests also enjoyed "Truck Talks" with Sonoma County growers before the evening concluded with a ranch dinner hosted by Vino Farms.

Day Three – Blending & Farm-to-Table

The final day featured a wine blending workshop at Rodney Strong Vineyards, a garden harvest and pasta-making experience at Bricoleur Vineyards, an educational seminar at La Crema Estate at Saralee's Vineyard, and a farewell dinner at Gary Farrell Winery.

Campers departed Sonoma County with significant wine purchases and many new wine club memberships, creating opportunities for continued engagement and direct-to-consumer relationships.

Grape Camp Media Coverage

We were pleased to be approached by The Wall Street Journal for editorial coverage of the event. The resulting front page feature gave readers an insider's look into the experience and the spirit of harvest in Sonoma County. Following publication, demand for Grape Camp surged, elevating interest in this consumer experience. Grape Camp will return in fall 2026, featuring winemaker dinners, vineyard harvest experiences, and exclusive hands-on wine and culinary programming.







THE WALL STREET JOURNAL.

Grape Camp: Where Wine Lovers Pay Big Bucks to Do Hard Labor

From dawn to dusk, campers drink wine and sample true Sonoma viticulture; 'Everybody wanted to be put to work'

Marketing: Ongoing Sports Partnerships

Sport partnerships provide a meaningful way to engage with younger and more diverse consumers in Sonoma County and beyond.

San Francisco Giants

Our first sports partnership began close to home with the San Francisco Giants, an approachable avenue to introduce Sonoma County wine to new audiences. Now in our fourth season together, the partnership has expanded each year through a growing slate of in-stadium and Sonoma County hosted activations.

With Evan Goldstein, Major League Baseball's first Master Sommelier, the Giants provide a unique platform for promotion of Sonoma County wine. The success and visibility of this collaboration has helped garner interest from other major sports organizations, opening the door to new partnerships and opportunities to introduce Sonoma County wines to a broader, engaged audience. During the 2025 season, we brought our winery partners directly to fans with pre-game tastings in VIP suites, including the Cloud Club, as well as interactive Sonoma in the City activations in Triples Alley. We also expanded on our activations in the exclusive Gotham Club with a winemaker dinner. We kicked off the 2026 season by returning to the much loved Giant's season kick off event, FanFest, for the fourth consecutive year, giving fans the opportunity to sample exceptional wines from our partners and experience the richness of Sonoma County firsthand.

Looking ahead, we'll continue suite-level and Triples Alley tastings throughout the season, while expanding exclusive experiences that deepen fans' connection to Sonoma County's world-class wineries.



First Ever Giants Wine Club - Presented by Sonoma County

Launched in 2025, the Giants Wine Club presented by Sonoma County, is the first-ever Major League Baseball wine club. Curated by Giants Master Sommelier Evan Goldstein, the club offers members premium Sonoma County wines through two tiers: the Grand Slam Club and the Home Run Club. Each tier delivers three carefully curated releases per year, featuring selections from six different local wineries per release. The club is designed to drive wine sales, introduce new consumers to Sonoma County wines, and create meaningful connections that expand the reach and recognition of our region. Members enjoy exclusive benefits, including ballpark tastings and batting practices, educational webinars, and exclusive winery experiences in Sonoma County.

The wine club also provides significant marketing value by leveraging the San Francisco Giants' extensive consumer reach to promote Sonoma County wines directly to their fan base. Through the Giants' own marketing channels, Sonoma County Winegrowers gains access to thousands of consumers, creating broad exposure and awareness.

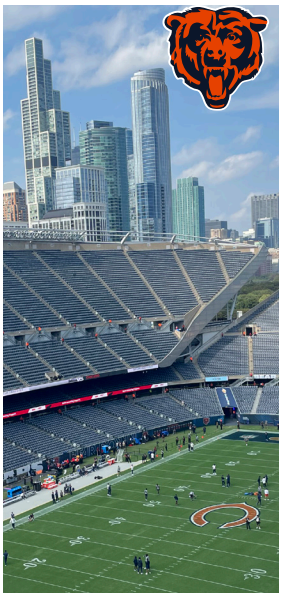
GIANTS WINE CLUB
PRESENTED BY
SONOMA COUNTY





Marketing: Sports Partnerships





Houston Rockets

In our third season with the Houston Rockets, Sonoma County Winegrowers expanded its presence in the Texas market, connecting with fans and showcasing Sonoma County wines throughout the season.

Sonoma County was the spotlighted wine region at the team's annual Premium Wine Tasting at the Post Oak Hotel, where season ticket holders, Rockets alumni, and executives enjoyed a curated Sonoma County wine and food pairing. During the visit, Sonoma County wines were also poured in pop up tastings for guests in VIP suites, further extending the region's reach among Rockets fans and hospitality guests.

Beyond these activations, 14 Sonoma County wines were featured on the Toyota Center's wine list throughout the season, available in suites, lounges, and premium hospitality areas. Sonoma County wines were also highlighted at the Rockets Gala through auction offerings, further strengthening the region's connection with Houston's premium wine community.







Chicago Bears

In 2025, Sonoma County Winegrowers partnered with the Chicago Bears to introduce Sonoma County wines to the highly engaged Chicago market through a series of targeted activations designed to reach influential consumers and expand awareness of the region.

The partnership included a Crate & Barrel in-store wine tasting event for Bears players, families, coaches, and staff, providing an opportunity to showcase Sonoma County wines to an affluent VIP audience in an intimate setting. The partnership also included a private tasting at Soldier Field during a Bears game for influencers and digital creators, introducing Sonoma County wines to personalities with established audiences across popular television programs and social media platforms and extending the reach of the activation beyond those attending in person.

Additionally, Sonoma County Winegrowers donated wine and an auction lot featuring a Sonoma County wine country experience to the Bears Care Gala, supporting the organization's philanthropic efforts while introducing guests to Sonoma County wines and the opportunity to experience the region firsthand. Together, these activations provided multiple touchpoints with consumers, influencers, and members of the Bears community, helping build awareness of Sonoma County as a premier wine region in the Chicago market.

Marketing: Ongoing Sports Partnerships

Coachella Valley Firebirds

Based in Palm Springs, the Coachella Valley Firebirds boast a passionate and affluent fanbase, making the market an ideal fit for Sonoma County Winegrowers. With a new state-of-the-art arena, a competitive team, and an audience that appreciates wine, this partnership creates a natural bridge between Sonoma County and the Coachella Valley. The direct Alaska Airlines flight from Santa Rosa (STS) to Palm Springs further strengthens the connection, making it easier for fans to engage with Sonoma County wines.

In our second year of partnership, we returned to the desert in January 2026 sponsoring the Cactus Cup, an NCAA Division I Men's Hockey tournament, where our logo appeared alongside event branding in print, TV, and radio advertising. The tournament attracted visitors from across the United States, providing a significant opportunity to reach new consumers outside California.

Additionally, we unveiled a custom-branded Sonoma County Winegrowers wine cart featuring an array of Sonoma County wines serving suite holders during Firebirds games and arena events. The wine cart brings our region's wines directly to VIP guests while creating a memorable branded experience that further elevates Sonoma County's visibility throughout the venue.

Beyond on-site activations, the partnership delivered high-value promotional opportunities, including two digital monument signs along Interstate 10 displaying our "Drink Wine. Drink Sonoma County." message to more than 70,000 daily passersby, an LED ring message visible during all arena events, and Sonoma County wine commercial running during game time.







Firebirds Sonoma County Private Wine Label

We have partnered with the Firebirds team and Sonoma County growers to develop two exclusive private-label wines, a Chardonnay and a Red Blend crafted to showcase the character and quality of the region. These wines will be featured and poured throughout the season, offering guests a consistent and authentic taste of Sonoma County with every visit.

Notably, Acrisure Arena is operated by Oak View Group, a global leader in venue management, hospitality, and live entertainment. This relationship extends the impact of the partnership beyond a single venue, creating valuable opportunities to introduce Sonoma County wines to new audiences, expand placement opportunities, and build awareness of the region across Oak View Group's broader network of premium hospitality and entertainment properties.

Marketing: Ongoing Partnerships

Landry's: Over a Decade of Partnership

Landry's remains one of our longest-standing and most impactful partners and is the largest on-premise purchaser of Sonoma County wine. A significant benefit of this collaboration is that wines featured at events are often ordered directly, driving immediate sales and delivering measurable results for our winery partners.

Tower of the Americas & Kemah Boardwalk Wine Fests

We continue to participate in the Tower of the Americas and Kemah Boardwalk wine festivals, premier consumer-facing events produced in partnership with Landry's. Held in San Antonio and Kemah, Texas, just outside Houston, the festivals attract nearly 1,500 wine enthusiasts for lively grand tastings featuring more than 20 Sonoma County wineries. The event showcases the diversity, quality, and sustainability leadership of our region while creating meaningful engagement with the valuable Texas market.

Love at the Lake, South Lake Tahoe

We participated in a new event, Love at the Lake in South Lake Tahoe, providing an exciting opportunity to expand Sonoma County Winegrowers' presence in the Tahoe market. The event brought together consumers for wine tastings paired with curated bites, giving our winery partners a platform to showcase the region's wines while building momentum for future activations in this key destination.

Landry's GM Conference

As a sponsor of the Landry's GM Conference, we had the opportunity to showcase Sonoma County wines in a high-impact, hospitality-driven setting. During the Tuesday evening GM pool party, Sonoma County was featured at the Wine Bar, where attendees experienced a curated selection of Sonoma County wines. This activation allowed us to connect directly with key decision-makers and hospitality leaders, creating memorable touchpoints while reinforcing Sonoma County's presence within the Landry's portfolio.

LANDRY'S
DINING • HOSPITALITY • ENTERTAINMENT • GAMING

ABOUT LANDRY'S

Landry's operates over 600 restaurants and multiple entertainment venues in the U.S. and is the largest on-premise buyer of Sonoma County wine in the U.S.









Del Frisco's DOUBLE EAGLE STEAKHOUSE

MASTRO'S RESTAURANTS

Palm RESTAURANT EST. 1926

MORTON'S THE STEAKHOUSE

Marketing: Ongoing Partnerships

Lettuce Entertain You Restaurants

Lettuce Entertain You Restaurants, founded in Chicago 50 years ago, has grown into a family-owned organization operating, managing, and licensing over 60 brands and 130 restaurants across a dozen states, including Illinois, Minnesota, Maryland, Nevada, Virginia, Washington D.C., Texas, and Florida. Their portfolio spans fast-casual concepts to Michelin-starred fine dining, featuring notable restaurants such as RPM Steak, RPM Seafood, RPM Italian, Mon Ami Gabi, Joe's Stone Crab, and Wildfire. With a Chicago-based location, Oakville Grill & Cellar, themed around wine country, a partnership with Sonoma County Winegrowers was a natural fit.

For the second consecutive year, the Sonoma in the City Grand Tasting returned to Chicago, welcoming more than 400 enthusiastic wine fans. Attendees explored tables featuring 30+ winery partners, our education table and interactive photo booth, as well as a VIP lounge providing special access to select wines and an opportunity to meet the makers behind them.

Prior to the Grand Tasting, select winery representatives also participated in a Sonoma County masterclass, giving attendees an in-depth look at Pinot Noir across our AVAs, further strengthening the connection between Chicago consumers and Sonoma County wines.











Marketing: Ongoing Partnerships





THE OLD VINE CONFERENCE
MEETING OF THE MINDS
2025
IN PARTNERSHIP WITH ZAP

Zinfandel Advocates & Producers

Sonoma County Winegrowers is proud to maintain a long-standing relationship with the Zinfandel Advocates & Producers (ZAP). We actively participate in their two flagship events: ZinEX, held in Napa and San Francisco, which engages local and Bay Area wine enthusiasts, and the Old Vine Conference, celebrating the heritage and character of old vines across Sonoma and Napa counties.

ZinEX & Z Grand Tasting

At this year's ZinEX, Sonoma County Winegrowers hosted an exclusive Zinfandel Masterclass led by the "Godfather of Zinfandel," Joel Peterson. As the only masterclass presented during the event, it attracted a distinguished audience of VIPs and industry leaders, showcasing the depth, heritage, and exceptional quality of Sonoma County Zinfandel. During the Grand Tasting, Sonoma County Winegrowers also hosted a dedicated suite featuring winery partners and providing a platform to highlight Sonoma County brands and wines to consumers and trade attendees.

In addition to these activations, Sonoma County Winegrowers maintains an annual presence at the San Francisco Z Grand Tasting through a dedicated Sonoma County Winegrowers booth, further reinforcing the region's leadership in premium Zinfandel production.

Old Vine Conference: "Meeting of the Minds"

In Fall of 2025, the Old Vine Conference brought together an international audience of trade professionals and media featuring tastings, seminars, panel discussions, masterclasses, and site visits to historic old-vine vineyards.

The conference opened with a Gala Dinner at the Culinary Institute of America, featuring a keynote address by Jancis Robinson, followed by a conversation with Paul Draper. Sonoma County Winegrowers participated in the gala tasting, showcasing old-vine wines from Sonoma County.

In partnership with Zinfandel Advocates & Producers, Sonoma County Winegrowers also hosted "Deep Roots, Distinct Wines, Diverse Varietals," a Sonoma County Old Vine Masterclass. The seminar featured growers and winemakers who own or source from some of the region's most celebrated old-vine vineyards, highlighting the diversity, history, and exceptional quality of Sonoma County's heritage vine plantings.

Marketing: Palm Springs Market Events

Southern California is an important market for Sonoma County Winegrowers, providing significant opportunities to drive both wine sales and visitation to the region. Palm Springs and the broader Coachella Valley represent a particularly valuable audience, with a strong tourism economy, affluent consumers, and an established interest in food, wine, and lifestyle experiences.

Our presence in the market is further strengthened by our relationship with Alaska Airlines, which provides a direct connection between Palm Springs and Sonoma County through Charles M. Schulz–Sonoma County Airport. This convenient access creates a natural opportunity to promote Sonoma County as an accessible wine country destination and encourage visitation from Southern California consumers.

Our partnership with the Coachella Valley Firebirds further expands our reach in the market, providing an established platform to introduce Sonoma County wines and the region to local consumers and sports fans. Together, these efforts allow us to build awareness, drive wine purchases, and position Sonoma County as both a premier wine region and an accessible destination for Southern California travelers.

Palm Desert Food & Wine Festival

In our inaugural year at the Palm Desert Food & Wine Festival, Sonoma County Winegrowers showcased a diverse portfolio of Sonoma County wineries through a dedicated Sonoma County section at the Grand Tasting, while bringing Sonoma County wine region education to the desert. This multi-day festival brought together celebrated chefs, premium wine and spirits brands, culinary personalities, and passionate consumers for a weekend of tastings, chef demonstrations, wine seminars, and exclusive dining experiences set against the backdrop of Palm Springs.

A Taste of Sonoma County

Through our partnership with the Coachella Valley Firebirds, we connected with their longtime collaborator, The Shops on El Paseo, a vibrant collection of boutiques, restaurants, and specialty retailers in Palm Desert. In 2025, we launched A Taste of Sonoma County, a pop-up wine tasting event featuring Sonoma County winery partners and wines for an engaged, wine-savvy audience along El Paseo. Now in its second year, the event has continued to build momentum, drawing strong attendance and generating meaningful exposure and enthusiasm for Sonoma County wines within this affluent market.

PALM DESERT FOOD&WINE

PRESENTED BY

AGUA CALIENTE CASINOS

March 19–22, 2026







Marketing: New Partnership, GENYouth

GENYOUth is a national nonprofit focused on improving youth health and well-being, with a particular emphasis on combating student hunger. Through its culinary fundraising events, including Taste of the NFL and Taste of the Draft, GENYOUth brings together NFL talent, renowned chefs, and food and beverage partners to raise awareness and funds in support of its mission.

Taste of the NFL - San Francisco

This February, Sonoma County Winegrowers headed to San Francisco to participate in Taste of the NFL, kicking off the start of Super Bowl weekend. This premier event brought together acclaimed chefs from across the country and the Bay Area, including Sonoma County's own Mark Stark, alongside NFL legends and a national audience of food and wine enthusiasts. Sonoma County wines were prominently featured throughout the event, including placement at main bars, in the NFL players' VIP lounge, and as the official welcome wine, reaching over 1,000 high-profile attendees. Wines were also included in silent auction gift bags, directly supporting GENYOUth's mission to end child food insecurity. Participation in Taste of the NFL not only elevated the visibility of Sonoma County wines on a national stage, but also aligned our region with a meaningful cause, reinforcing our commitment to community impact.

Sonoma County TV Feature: Taste of the Bay

As part of the promotion for Taste of the NFL, Sonoma County Winegrowers was featured on Nexstar's Taste of the Bay. The episode highlighted chefs, restaurants, and beverages connected to Taste of the NFL San Francisco, with a special focus on Sonoma County wines and their versatility in pairing with game-day cuisine. During the broadcast, CEO Karissa Kruse and Executive Chef Mark Stark of Starks Reality Restaurants, were interviewed by host Jala Washington, discussing the adaptability of Sonoma County wines with food and sharing game-day pairings. Wines featured in the segment were showcased during the tasting portion of the program. In the lead-up to the Super Bowl, the episode aired across more than 200 Nexstar-owned or Nexstar partner stations in 116 U.S. markets, with additional promotion through Nexstar's digital channels.

Taste of the Draft - Pittsburgh

We continued our work with GENYOUth by participating in Taste of the Draft, held alongside the NFL Draft in Pittsburgh, celebrating the intersection of food, wine, and football. As the featured wine region, Sonoma County Winegrowers showcased an array of wines paired with culinary bites. Similar to Taste of the NFL, the event brought together top chefs, beverage partners, and an enthusiastic national audience, creating a platform to highlight Sonoma County wines in a new and growing market. Participation expanded our reach beyond the West Coast, strengthening brand awareness in a key national market while aligning with a high-energy cultural moment.

NFL TASTE OF THE NFL





TASTE OF THE DRAFT
2026 PITTSBURGH



Marketing: Curated Content

"The Good Stuff" Weekly Column

Launched in 2022, "The Good Stuff" celebrates everything that makes Sonoma County wines worth enjoying. The column also highlights the people, history, vision, and richness of our region. Written by acclaimed journalist Virginie Boone, these weekly emails continue to engage readers with 64,013 opens this fiscal year, averaging 1,280 readers per newsletter.



Host Virginie Boone & Co-Host Karissa Kruse


THINGS TO LOOK FORWARD TO IN SONOMA COUNTY



A HALF-CENTURY AND THE YEAR OF THE HORSE


CALIFORNIA WINES AT THE WHITE HOUSE

"The Good Stuff" Radio Show & Podcast

Building on the success of the weekly column, "The Good Stuff" expanded into a radio show on KSRO in September 2023 and airs every Saturday from 1–2 p.m. further extending Sonoma County's story to audiences near and far. Each episode is also released as a podcast and distributed across nine streaming platforms, with Apple Podcasts serving as the leading listening app. To date, we have produced more than 140 episodes and welcomed over 200 guests, each sharing their connection to Sonoma County wine and the people, places, and stories that make our region unique. In addition to local radio listeners, the podcast reaches listeners across the United States, with top listening markets including Los Angeles and San Jose, California. The show also reaches audiences around the globe, with listeners in markets including Japan, Germany, and Canada. Together, the radio show and podcast continue to amplify Sonoma County's voice, sharing the stories, people, and "Good Stuff" that define our wine community. Thank you to the KSRO team for their generous sponsorship of "The Good Stuff"!

"Shoulder to Shoulder" Video Series

After connecting with Amy G through our partnership with the San Francisco Giants, we invited her to host "Shoulder to Shoulder," a video series launched in October 2024. The series features short-form videos on YouTube that tell the stories of Sonoma County's local winegrowers and vintners, highlighting the region's heritage and the timeless tradition of learning "shoulder to shoulder." Season 2 is currently underway, continuing to showcase the people and passion behind Sonoma County wines.



Digital Advertising at Santa Rosa Airport

In 2023, we launched a digital campaign at the Santa Rosa Airport, where our 10-second spot runs throughout the day on all digital screens. This means our ad is seen up to 180 times per day, and 540 times in a 24-hour period, by the 40,000–75,000+ passengers who pass through the airport each month. Over the past year, we've showcased campaigns including "The Good Stuff," "Shoulder to Shoulder," and Grape Camp.



Marketing: New Curated Content

Back Roads & Back Stories Video Series- 3rd Season

In partnership with Ray Isle, Executive Wine Editor of Food & Wine magazine, Back Roads & Back Stories follows his journey along the back roads of Sonoma County. Along the way, Ray meets with local winegrowers and winemakers for a series of intimate, up-close interviews that uncover the stories behind grape growing, sustainable farming, winemaking, viniculture, and the region's rich agricultural history.

In 2027, we're unveiling an exciting new lineup of episodes featuring voices from across Sonoma County. Together, these stories paint a vivid picture of Sonoma County's farming community, where innovation meets tradition, and a shared commitment to sustainability and legacy continues to shape the future of winegrowing.









New Sonoma County Magnum Awards

In 2025, Sonoma County Winegrowers launched the Sonoma County Magnum Awards, a new initiative recognizing restaurants across the country for their exceptional support and promotion of Sonoma County wines. The inaugural program honored 76 restaurants, spanning from Graton, California, to Greenwich, Connecticut, selected through nominations from Sonoma County wineries as well as input from trade partners and sommeliers nationwide.

Recipients were recognized for their commitment to showcasing Sonoma County producers, vintages, and AVAs, building strong winery partnerships, hosting winemaker dinners and special events, and thoughtfully featuring Sonoma County wines on their lists and through pairings. Each honoree received a uniquely etched magnum as a symbol of their role as ambassadors for Sonoma County's farmers, winemakers, and wines, to be displayed at their restaurants. The program strengthens relationships with the trade while encouraging continued support and promotion of Sonoma County wines in restaurants nationwide.



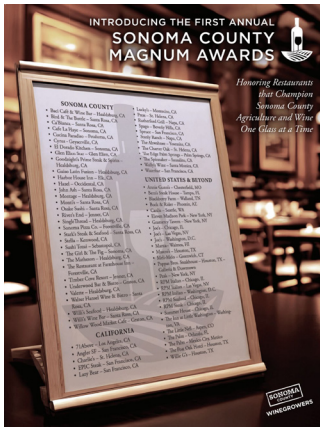
SONOMA COUNTY
MAGNUM AWARD

Recognizing Restaurants
That Champion Sonoma County
Wine and Agriculture

Marketing: Advertising

Advertising

We continue to promote Sonoma County and our programs and initiatives in both national and local publications. Print features have included the Farm of the Future advertisement, coverage of the Sonoma County Magnum Awards, and promotion of Grape Camp in Food & Wine magazine. Additionally, we sponsored Fundación de la Voz de los Viñedos advertisements in local media to celebrate the Vineyard Employee Recognition Program and honor the Employee of the Year.









FOOD & WINE

Wine Spectator

The Press Democrat

WINE ENTHUSIAST

@nified wine & grape symposium

PALM DESERT FOOD&WINE
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March 19–22, 2026

Sonoma County Sustainable Label Continues to Grow!

In 2026, the Sonoma County sustainability label appears on:

878 different Sonoma County wine brands

9 million cases of wine

Our sustainability logo remains highly visible in the marketplace, with over 108 million bottles proudly showing they are made from certified Sonoma County sustainably farmed grapes. Surveys consistently show that consumers value and support wines they know are sustainably grown.

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

Our Year Online:

Facebook

- 1 million + views
- 13,300 content interactions: up 62%
- 2,000 content link clicks: up 75%
- 675 new followers: up 110%

Instagram

- 501,400 views
- 15,500 content interactions: up 515%
- 1,400 new followers: up 986%

Farm of the Future

Moving Innovation from Concept to the Vineyard

Sonoma County Winegrowers continued to advance its Farm of the Future initiative in FY 2025/26, building on the program launched in 2021 to connect Sonoma County growers with leading technology companies, researchers and strategic partners shaping the future of agriculture.

What began as an effort to bring emerging technologies directly into Sonoma County vineyards has evolved into a broader innovation platform focused on real-world testing, collaboration and solutions for specialty crop agriculture. This year marked another important step forward, with continued field partnerships, the second Farm of the Future Summit and the launch of Reservoir Farms.

John Deere + Smart Apply | Year Two in the Vineyard

SCW continued its partnership with John Deere, completing the second year of Smart Apply field demonstrations in Sonoma County vineyards. The technology uses LiDAR to identify the presence, size and density of the vine canopy, allowing growers to apply crop protection materials with greater precision and efficiency.

This year, the partnership extended well beyond the vineyard. Sonoma County pilot farmers were invited to John Deere headquarters, where they met with company executives, toured manufacturing facilities and participated in roundtable discussions with engineers and technology teams. Their firsthand experience farming specialty crops provided valuable feedback directly to the people designing the next generation of agricultural equipment and technology.

For growers who have spent their lives around John Deere "green," it was a trip of a lifetime. More importantly, it demonstrated the unique role Sonoma County growers can play in shaping the future of agricultural innovation.

SCW also hosted John Deere executives, engineers and other team members in Sonoma County, bringing them directly into vineyards to see the realities of specialty crop farming firsthand and engage with local growers.

The relationship reflects the larger vision behind Farm of the Future: not simply bringing new technology to Sonoma County, but giving farmers a seat at the table as that technology is developed.

Agrology | Completing a Groundbreaking Partnership

FY 2025/26 marked the conclusion of SCW's multi-year partnership with Agrology, which brought advanced in-field monitoring technology to Sonoma County vineyards.

Through the partnership, growers gained access to real-time information about vineyard conditions while helping demonstrate how emerging technology can provide farmers with better information to support decision-making.

The collaboration represented an important early chapter of Farm of the Future and helped establish a model SCW continues to build upon: connecting innovative companies with Sonoma County growers to test, learn and demonstrate new technologies in commercial vineyards.

Wilbur-Ellis + Healthy Soils | Investing Below the Surface

SCW continued its work with Wilbur-Ellis to advance soil health and better understand the role healthy soils can play in the long-term sustainability and productivity of Sonoma County vineyards.

The partnership combines grower knowledge, agronomic expertise and field-based learning to explore practical approaches to soil health that can be applied in working vineyards.

This work reflects an important part of Farm of the Future: innovation is not only about new equipment and technology. It is also about continually improving how we understand and care for the land.





Farm of the Future

Farm of the Future Summit | Bringing Agriculture's Innovators Together

In December 2025, SCW hosted its second Farm of the Future Summit, convening growers, agricultural leaders, technology companies, researchers and strategic partners for two days focused on the future of farming.

The Summit created a forum to move beyond individual technologies and consider the larger forces shaping agriculture, from automation and artificial intelligence to labor, sustainability, data and the economics of farming.

By bringing those perspectives together in Sonoma County, the Summit continued to position the region not simply as a place where innovation is discussed, but where it can be tested, challenged and put to work.



Reservoir Farms | A New Home for Ag Innovation

One of the year's most significant milestones was the launch of Reservoir Farms, a new agricultural technology and robotics incubator based at the Sonoma County Winegrowers offices.

Reservoir Farms creates a dedicated environment where emerging technology companies can work directly with growers, better understand the realities of specialty crop agriculture and move promising ideas toward real-world application.

The initiative builds on years of Farm of the Future partnerships and gives that work a permanent home. By connecting entrepreneurs and technology developers with farmers and vineyards, Reservoir Farms is designed to help accelerate solutions that address the challenges growers face today while anticipating the needs of tomorrow.

RESERVOIR









Looking Ahead

Farm of the Future continues to reinforce Sonoma County's role as a living laboratory for agricultural innovation. From global partners like John Deere and Wilbur-Ellis to emerging companies developing the next generation of agricultural technology, SCW is creating opportunities for growers to help shape the tools, technologies and practices that will define farming's future.

The goal remains practical: bring the best ideas in agriculture to Sonoma County, put them in the hands of farmers and give farmers a seat at the table in shaping what comes next.

Grower Events



Virtual Dollars & $ense

The 2026 Dollars & $ense annual meeting was held virtually, providing a cost-effective alternative to previous in-person gatherings. The session opened with Board Chair Bret Munselle and CEO Karissa Kruse recognizing the Board and staff for their ongoing dedication and leadership. Kruse highlighted the year's accomplishments and shared a forward-looking vision for Sonoma County Winegrowers. Turrentine Brokerage offered a timely overview of industry trends and market developments, giving growers valuable insights into the current landscape. The meeting also featured the announcement of the Nick Frey Community Contribution Award, celebrating outstanding contributions to the vineyard community.

2026 Nick Frey Community Contribution Award

Virginie Boone

The Nick Frey Community Contribution Award is the highest honor given by the Sonoma County Winegrowers to recognize individuals, leaders, or organizations that go above and beyond to support and uplift the local grapegrowing and wine community.



We were honored to present Virginie Boone with the 2026 Nick Frey Community Contribution Award in recognition of her unwavering support of Sonoma County and her continued work to champion the region's wines, people, and stories.

2026 Viticultural Award of Excellence

The Mauritson Family



The Mauritson family first established roots in Dry Creek Valley in 1868. Since then, the family has helped shape Sonoma County's reputation for premium winegrapes through exceptional farming, resilience, and an unwavering commitment to preserving the land, qualities that embody the spirit of the Viticulture Award of Excellence. Today, the Mauritson family continues their stewardship of 300 acres of vineyards across Dry Creek Valley, Alexander Valley, and Rockpile regions.

2026 Sustainable Winery Award

Foley Family Wines & Spirits

FOLEY FAMILY
WINES & SPIRITS

The Foley family has displayed an ongoing commitment to sustainable winegrowing practices, support for agricultural workers and their families, investment in workforce development, and dedication to strengthening communities throughout Sonoma County. Through its philanthropy, community leadership, and ongoing support of programs that create opportunity and build resilience, Foley Family Wines & Spirits has helped advance a more sustainable and resilient future for Sonoma County agriculture.

Grower Program - The Century Club

The Century Club

In December 2024, we launched the Century Club to honor grape growing families who have farmed continuously in Sonoma County for 100 years or more. At the inaugural luncheon, 22 families were recognized for reaching this remarkable milestone. In its second year, 11 additional families were honored, bringing the total number of Century Club members to 33 families.

The Century Club celebrates Sonoma County's agricultural legacy and the grower families who helped establish the region as a premier winegrowing destination. Their dedication and stories continue to inspire, and each year, we will honor both legacy families and new inductees at a special event.

Century Club Families Recognized in 2025

The Bartolomei Family - 1915
Bartolomei Vineyards

The Cadd Family - 1910
Cadd Ranch

The Cameron Family - 1853
Cameron Ranch

The Chenoweth Family - 1852
Chenoweth Vineyards

The Guadagni Family - 1898
Guadagni Family Wines

The Mazzoni Family - 1897
Mazzoni Vineyards & Zialena Winery

The Norton Family - 1917
Marchand Vineyard

The Pagani Family - 1886
Pagani Family Ranch

The Pastori Family - 1914
Pastori Vineyards & Winery

The Rotlisberger Family - 1913
Rotlisberger Ranch

The Shepard Family - 1905
Jack London Ranch



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 - 1876
Munselle Vineyards

The Puccioni Family - 1904
Puccioni Ranch & Vineyards

The Rafanelli Family - 1900s
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

Grower Programs

Throughout the year, we offer a wide range of grower-focused programs to support our grower community.

Vineyard Recycling Day

Our annual Vineyard Recycling Day gives growers a no-cost way to recycle various vineyard materials, including wood and green waste, scrap metal, plastic fencing and bird netting, PVC piping, and irrigation tubing. Last year, Commission funding supported the recycling of 218,000 tons of vineyard waste, with an investment of just under $49,000.

Grower Webinars

In 2025, we partnered with NorCoast Crop Insurance to host an informational webinar focused on protecting farming investments through property value and crop insurance updates. The session featured Deva Proto, Sonoma County Clerk-Recorder-Assessor, who shared insights on current property values, and Jamie Brown of NorCoast Crop Insurance, who provided crop insurance updates. Past Grower Webinars have featured experts and partners covering critical topics such as Crisis Communications, Cybersecurity with the DHS and FBI, and Interest Rate Updates from American AgCredit.

Farm4Profit Podcast

In 2024, we partnered with Farm4Profit and continued the collaboration through 2025 and 2026, featuring Sonoma County farmers and their wines to an audience of 2M+ podcast listeners, 55M+ YouTube viewers, and 400K+ followers.

Western Weather Stations

Through our investment with Western Weather Group, growers receive daily weather forecasts via email, supported by 80 stations across Sonoma County vineyards, helping growers stay prepared and respond quickly to changing conditions and frost forecasts.

IPM and PCA Meetings

Held April through July in the Russian River and Alexander Valleys, these interactive meetings, hosted in partnership with Wilbur-Ellis and Grow West, bring growers together to discuss the growing season, share current pest challenges, and exchange effective vineyard management strategies. The meetings focus on Integrated Pest Management (IPM) techniques and low-impact approaches, encouraging sustainable and environmentally conscious practices.

Annual Harvest Party & Grower BBQ

Two signature community events marking important times of the year: Grower BBQ kicks off harvest, while the Harvest Party celebrates harvest's close and the start of the holiday season.

Weekly Grower Email Newsletter

Our weekly newsletter keeps growers up to date on upcoming events, workshops, meetings, resources, and community news. Not receiving our newsletter? Sign up here: www.sonomawinegrape.org/contact



Over $1.6 million in Grants

To maximize your investment and ensure your grower dollars go further, we've actively pursued grant funding over the past 13+ years to supplement our program budget.

- 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 consumer survey to help boost awareness of Sonoma County wines, and an educational video series.

- A Specialty Crop Block Grant of $409,160 was received by Sonoma County Winegrowers and Sonoma County Fundación de la Voz de Los Viñedos 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.



Sonoma County Fundación de la Voz de los Viñedos

Sonoma County Fundación de la Voz de los Viñedos

About the Sonoma County Fundación de la Voz de Los Viñedos

Originally established in 2002 as the Sonoma County Grape Growers Foundation (SCGGF), the organization began as a 501(c)(3) dedicated to funding Spanish-language educational workshops for agricultural employees. Relaunched in January 2016, the Fundación's mission is simple: to support local vineyard employees and their families. Since its relaunch, it has evolved to provide meaningful programs and support.

The Fundación focuses on five strategic priorities: leadership, empowerment and recognition, workforce development, resiliency, and resources. Its two flagship initiatives are the Vineyard Employee Recognition Program and the Leadership Academy.

In 2022, the first class of the Leadership Academy collaborated to select a new name that best reflected the mission and work of the organization. They chose Sonoma County Fundación de la Voz de Los Viñedos (The Voice of the Vineyards). The Fundación is managed by Sonoma County Winegrowers and guided by a 16-member board of directors made up of agricultural leaders, vineyard and winery owners, and community leaders from across Sonoma County.

The Vineyard Employee Recognition Program



Launched in 2018, the monthly Employee Recognition Award honors vineyard employees who demonstrate excellence on the job. Each month, employees are celebrated for their outstanding performance and individual achievements, with a rotating theme that highlights the diverse skills and contributions of Sonoma County's vineyard workforce.

At the end of the year, Fundación de la Voz de los Viñedos hosts an awards ceremony, bringing together all monthly recipients, their employers, and families. During the event, each Employee of the Month is recognized, and the Vineyard Employee of the Year is announced, celebrating the exceptional dedication of our vineyard workforce across the region.

2025 Employee of the Year: Fermin Manzo, Atlas Vineyard Management



At the 8th Annual Employee Recognition Celebration in February 2026, Fermin Manzo of Atlas Vineyard Management was named 2025 Employee of the Year. Surrounded by family, friends, colleagues, and Congressman Mike Thompson, Fermin was honored with a congressional resolution and commemorative trophy recognizing his outstanding achievement.

Fermin came to the United States from Jalisco, Mexico, in 1993 in pursuit of greater opportunity. With no prior experience in agriculture, he began working in vineyards, where he discovered a passion for viticulture. Since joining Atlas Vineyard Management in 2015, he has grown into a respected leader, managing complex vineyard properties, training and mentoring supervisors, overseeing regulatory reporting, and leading teams with integrity and operational excellence. Driven by dedication and deep commitment to his family, Fermin takes great pride in seeing his three children become the first generation in his family to attend college, a testament to his hard work, perseverance, and leadership.



Sonoma County Fundación de la Voz de los Viñedos

The Leadership Academy

In 2022, the Fundación de la Voz de los Viñedos launched the innovative Leadership Academy to support the professional growth of local vineyard employees. Designed to advance leadership skills rather than farming techniques, the Academy helps participants develop the tools they need to take on leadership roles within their organizations or communities.

The program runs multiple sessions, covering topics such as sustainability, financial literacy, education, human resources, compliance, healthcare, disaster preparedness, communications, media training, and more. In addition to enhancing skills for their current roles, participants share their knowledge with colleagues, family, and the broader community, amplifying the program's impact. Graduates of the Academy join the Alumni Network, providing opportunities to mentor current members and access continuing education resources.





2026 Leadership Academy Graduates

Atlas Vineyard Management
Fermin Manzo
Filiberto Lopez

Benziger
Alejandro Avalos

Bevill Vineyard Management
Jaime Hernandez Gomez
Jorge Negrete Zavala

Emeritus Vineyards
Salvador Buenrrostro
Jaime Hernandez Rojas

J. Rickards Vineyards
Jorge Alcazar

Jackson Family Wines
Alberto Arreguin

Joseph Phelps Vineyards
Gusmaro Arellano

Kistler Vineyards
Alejandro Garcia
Francisco Garfias
Benjamin Garfias

Martinelli Vineyard Management
Joaquin Ortega

Mauritson Farms
Ramiro R. Cruz Sanchez

Munselle Vineyards
Tomas Gutierrez Lopez
Alonso Cervantes

Redwood Empire Vineyard Management
Pedro Sanchez

Robert Young Vineyards
Antonio Guzman

Sangiacomo Family Vineyards
Jose Aparicio

Serres Ranch
Victor Garcia

Sonoma-Cutrer Vineyards
Javier Diaz

Treasury Wine Estates
Teodoro Santiago Fabian

Vino Farms
Omar Alcantar Gonzalez

SCW Board of Directors

2025/2026

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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

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

Rich Schaefers
Nuveen Natural Capital

2026/2027

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Redwood Empire Vineyard Management

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Marissa Ledbetter-Foster
Vino Farms

Monica Mehta (Public Member)
Seventh Capital LLC

Bret Munselle
Munselle Vineyards

Mark Orsi
Orsi Family Vineyards

Dan Rotlisberger
Robert Young Estate Vineyards & Winery

Justin Seidenfeld
Rodney Strong Vineyards

Joe Dutton
Dutton Ranch

ALTERNATES

Chris Crispo
Bush Crispo Vineyards

Kris Hicks
ViMark Vineyards

Alex Kanzler
Kanzler Vineyards

Jeremy Kreck
Mill Creek Vineyards & Winery

Josh Little
Little Vineyards Family Winery

George Martinelli
Martinelli Vineyards & Winery

Jim Rickards
J. Rickards Vineyard & Winery

Mark Sanchietti
Sanchietti Farming

Rich Schaefers
Nuveen Natural Capital

Brian Shepard
Jack London Ranch

SCW Staff



Karissa Kruse
Chief Executive Officer



Jennifer Dieckmann
Executive Director &
Chief Operating Officer



Lea Lynch
Marketing Director



Caroline Bush Crispo
Marketing Operations Manager



Chelsea Diaz
Marketing Communications Manager



Lauren Gallagher
Marketing Promotions Manager



Jackie Bremner
Operations &
Wine Club Manager



Emersyn Klick
Assistant Administrative &
Program Manager

Foundation



Madelyn Parsons
Director of Foundation Programs

Associates



Rachel Thralls



Virginie Boone

Commission Audited Financials

Fiscal year ended June 30th	2025	2024	2023
Revenues			
Program Revenues			
Grants and Sponsorships	$ 636,175	$ 780,931	$ 518,796
General Revenues			
Assessments	3,017,565	2,469,849	2,001,344
Other income	58,957	52,889	44,581
Total revenues	3,712,697	3,303,669	2,564,721
Expenditures/expenses			
Salaries and employee benefits	1,545,981	1,228,508	1,160,410
Marketing, advertising, and promotion	797,946	849,535	704,107
Events, meetings, and seminars	713,345	783,761	539,680
Sponsorship related	251,687	135,488	122,128
Occupancy and office expense	125,012	133,203	107,873
General and administrative	320,547	378,060	344,208
Total expenses	3,754,518	3,508,555	2,978,406
Change in net position	(41,821)	(204,886)	(413,685)
Net position, beginning of year	1,804,644	2,009,530	2,423,215
Net position, end of year	$1,762,823	$1,804,644	$2,009,530

This is the most current audited financial statement by Sorren



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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