

MEDIA ALERT

FOR IMMEDIATE RELEASE

FOR: MONTEREY COUNTY VINTNERS & GROWERS ASSOCIATION

Rhonda Motil, Executive Director
PO Box 1793
Monterey, CA 93942
831.375.9400
rmotil@montereywines.org

CONTACT: WAGSTAFF WORLDWIDE

Jenna Newmark
323.871.1151
jenna@wagstaffworldwide.com

***The Society of Wine Educators Concludes Their 31st Annual Conference in Monterey
Over 250 Thought Leaders in the Wine Industry Experience Monterey Wine Country***

June 2007 (Monterey, CA)—Over 250 members of the Society of Wine Educators attended and completed an extensive week-long educational program in Monterey. The 31st annual conference for the group featured a certification program, a bus tour to the Santa Lucia Highlands American Viticulture Area (AVA), a Wine and Food Day, a Gala Awards Dinner, and an international wine night. The real highlight and focus for the week were the extensive series of educational seminars. The seminars offered wine tastes and a plethora of information on various winegrowing regions, especially Monterey County.

The Society of Wine Educators is a professional membership organization dedicated to advancing wine education through professional development and certification. Members of the organization often include restaurant and beverage managers, retail wine buyers, wine educators, importers and distributors, wine writers, public relations professionals and fine wine collectors. The organization is based out of Washington, DC and has over 1700 members in 17 countries.

“Monterey was the perfect location for this event. The attendees were thrilled with the wealth of wineries and restaurants that were accessible at this year’s conference,” commented Lisa Airey, Executive Director of the Society of Wine Educators. “Monterey is a wine region that is on the international rise in terms of importance and visibility. The proliferation of wine labels from Monterey was one of the many reasons why we selected this beautiful location to host a conference and we were very pleased with the results.”

The Monterey County Vintners and Growers Association was instrumental in organizing nearly 15 events for the conference. A sample of the Monterey wine seminars included sessions on each of the AVAs, Organic vs. Sustainable Viticulture, Monterey’s Microwineries, and Pinot Perfection in the Santa Lucia Highlands. The Wine and Food Day featured a Sustainable Seafood Seminar with participants from the Monterey Bay Aquarium and Passionfish, as well as food and wine pairing seminars featuring culinary creations from Chef Ted Walter, Chef Cal Stamenov, Chef Mark Ayers, and Chef David Paige.

The Monterey County Vintners and Growers Association

The Monterey County Vintners & Growers Association (MCVGA) brings together the talents and resources of its members, partners and community in order to promote and support leadership in the art, the science and the business of wine. Founded in 1974, MCVGA is a non-profit organization representing over 85 vintners and growers in Monterey, California.

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FOR MORE INFORMATION, CONTACT WAGSTAFF WORLDWIDE AT 323.871.1151