



For Immediate Release

Contact:

Rhonda Motil

MCVGA

831-375-9400

NEW MARKETS, SAME OUTSTANDING RESULTS

Monterey County Vintners pour for large and appreciative crowds during the 2006 national tour

Monterey, CA – April 2006 - Over twenty-five wineries from Monterey County collaborated to showcase their best to the media, trade and consumers during the annual Monterey Wine Country spring tour. The group visited Phoenix on March 2nd and Las Vegas on March 9th. A final showcase event was held in Monterey on March 21st. More than 1,800 people were exposed to Monterey Wine Country as a result of the tour.

“Our fourth year highlighting the bounty and quality of Monterey County wines was definitely our best effort to date”, said Rhonda Motil, Executive Director of MCVGA. “Each year we find that people are still interested in finding out more about ‘undiscovered’ wine regions. Although most people in the Scottsdale and Las Vegas markets are familiar with Monterey as a tourism destination, particularly due to the direct flights and volume of second homeowners, many trade and wine consumers openly admit that they are still discovering Monterey as a wine region. This provides us with significant opportunities since there are so many synergies between the markets.”

Both Scottsdale and Las Vegas kicked off with a trade tasting that was held for media, restaurants, hotels, retailers, and distributors. The tastings concluded with general audience events. The events were conducted at the recently renovated Hotel Valley Ho in Scottsdale and RM Seafood Restaurant at Mandalay Place in Las Vegas. The Monterey event was exclusively focused on the media and the trade and was held at the beautiful Monterey Plaza Hotel & Spa.

Commented Debbie Hall and Judy Thorburn of Las Vegas Around the Clock, “We attended the Monterey Wine Country Wine Tasting held at RM Seafood Restaurant at Mandalay Place. Various members of the Monterey Vintners & Growers Association participated in this event where wine aficionados and buyers attending were offered sample tastes from an assortment of the best wines made from grapes that luxuriate in just the right conditions in the growing regions of the Northern California coastal valleys.

Whether you have a flavor preference for dry, sweet or anything in between there was something for everyone included in the classy Chardonnays, Merlot, rich Cabernet, Syrah and elegant Pinot Noirs and other fine wines that would perfectly complement any dinner entrée or to simply savor in a glass by itself.”

Monterey County Wine Tour participants included Arroyo Seco Vineyards, Bernardus Vineyards, Blackstone Winery, Carmel Road Winery, Carmichael Winery, Chateau Julien Wine Estates, De Tierra, Estancia Winery, Hahn Estates / Smith & Hook Winery, J. Lohr Vineyards & Wines, Jekel Vineyards, Joullian Vineyards, Lockwood Vineyard, Manzoni Estate Vineyard, Marilyn Remark Wines, Michaud, Paraiso Vineyards, Parkfield Vineyards, Pessagno Winery, San Bernabe Vineyards / Night Owl, San Saba Vineyard, Scheid Vineyards, Silver Mountain Vineyards, Tudor Winery, Ventana Vineyards / Meador Estate, and Wentz Vineyards.

Plans for next year’s Monterey Wine Country tour are underway. MCVGA will be visiting Miami, Orlando, and Sacramento in the spring of 2007.

About MCVGA

The Monterey County Vintners & Growers Association (MCVGA) brings together the talents and resources of members, partners and our community in order to promote and support our 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 County. Details on MCVGA can be obtained by calling 831-375-9400 or by visiting www.montereywines.org.