

FOR IMMEDIATE RELEASE

FOR: MONTEREY COUNTY VINTNERS & GROWERS ASSOCIATION

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**MONTEREY COUNTY VINTNERS AND GROWERS ASSOCIATION
RELEASES NEW APPELLATIONS AND VINEYARDS MAP**

New map showcases Monterey County's vineyards

Monterey, CA – June 14, 2006 – The Monterey County Vintners and Growers Association has just released their newly revised “Monterey Wine Country Appellations and Vineyards Map.” The map showcases the member estates and sub-regions of the 40,000 acres of vineyards located within Monterey County’s borders. It depicts the approved AVAs of Monterey, Santa Lucia Highlands, Arroyo Seco, San Lucas, Hames Valley, Chalone, San Bernabe, and Carmel Valley. Details on the pending San Antonio Valley AVA are also included on the map.

AVAs are one-of-a-kind winegrowing districts that boast their own unique combination of geography, soil, and climate. The federal government has granted these appellations the right to put their specific locale on the wine label. This provides a special “sense of place” for consumers making wine buying decisions.

This new informational resource represents the collaborative efforts of the eighty-plus members of M.C.V.G.A. It demonstrates in a visually impactful way the amazing growth of the wine industry here over the past few decades. From major, nationally known brands to small, artisan vintners, Monterey County is a major “player” on the world wine scene.

“This is an exciting marketing tool for the winegrowers of Monterey County,” comments MCVGA Grape Grower Chairman Scott Storm. “It provides, at a glance, a feel for our industry in Monterey – it shows in detailed, unequivocal fashion the width and breadth of our various winegrowing estates, from the largest and most well-known to the smallest artisan properties.” In 2005, the estimated crop value of Monterey County grapes was over \$254M, making it one of the region’s leading agricultural products.

More...

Monterey Wine Country AVA Map - Add One

The map was developed by VESTRA Resources, a consulting firm specializing in geographic information systems, and Mike Bobbitt & Associates, a GIS mapping firm that caters to the California wine industry. The map was funded, in part, through a grant received from the United States Department of Agriculture.

“This was one of our more exciting regional mapping projects,” noted Kelly Bobbitt of Mike Bobbitt and Associates’ Central Coast office. “We work closely with many of the vineyards in the County and their sheer number and importance becomes much more apparent once you see them all on a single map. The visualization of the diverse regional aspects of cool ocean breezes, mountain ranges, and warmer, sheltered areas produce an attractive mosaic demonstrating why there are niche areas for almost every *vinifera* varietal and style in Monterey.”

The AVA maps are available in 8 1/2” x 11” pull-out style and poster-sized 30” x 15” format. Printed versions can be obtained by contacting MCVGA at 831.375.9400 or info@montereywines.org. Online versions of the maps are also available at www.montereywines.org.

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. For a listing of members and additional information on MCVGA, please visit www.montereywines.org. For details on the map designers, please visit www.vestra.com and www.mikebobbitt.com.

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