

For Immediate Release
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Monterey's Premier Wine Event Celebrates Tenth Anniversary

Wine and food enthusiasts invited to escape to Monterey County from November 9-12, 2006

Monterey, CA- October 23, 2006 – The Monterey County Vintners and Growers Association (MCVGA) is pleased to announce the upcoming annual Great Wine Escape Weekend, November 9-12, 2006. As a celebration of harvest, the Great Wine Escape Weekend brings together winemakers, grape growers, hoteliers, restaurateurs and wine enthusiasts in this four-day extravaganza. This year's celebration will include special activities in recognition of the event's tenth anniversary.

Thursday evening, November 9th, begins the festivities with the Vintner's Reserve Opening Reception at the Monterey Plaza Hotel & Spa. This artisan wine affair will feature "A celebration of art: in and out of the bottle". Jack Storms, glass sculptor and owner of StormWorks Studio, will unveil his 10th Annual Great Wine Escape glass masterpiece at the event. Guests can stroll through the private Penthouse Luxury Suites and will have the opportunity to sip private reserve and single vineyard vintages from Monterey County wineries.

Friday, November 10th, continues the celebration with Sensory Sensations, a hands-on wine education day at the Monterey Plaza. Seminars will include a Divas of Winemaking session, a sensory evaluation seminar that will utilize components such as cheese, nuts, honey and dried fruit to bring forward characteristics of wines from five wineries, and a Pinot Perfection course that focuses on the growing popularity of Pinot Noir from Monterey County's Santa Lucia Highlands. Chef Rick Moonen of RM Seafood at Mandalay Bay in Las Vegas will pair with Monterey Plaza Hotel & Spa Chef James Waller to create an unforgettable lunch.

Friday evening features the ultimate in food and wine pairing as Monterey County vintners and chefs plan their menus together for Winemaker Dinners throughout Monterey County. A winery representative will be present at each dinner to share and discuss their vintages with each course served.

Saturday, November 11th, is the day to capture the essence of Monterey's Wine Country. Guests can enjoy a self-guided tour or one of four bus tours of the many wineries that make up Monterey County's unique wine region. The wineries will be treating their visitors to something special, from barrel samples and tasty appetizers to music, entertainment and games.

After a fun-filled day of touring, the Ferrantes Bay View Room atop the Monterey Marriott will be the host for an additional wine tasting as wineries with Monterey County labels who do not have tasting rooms will be pouring their exclusive wines. A silent auction and classical music are also included in the afternoon.

The fun continues on Saturday evening with winemaker dinners occurring throughout Monterey County. A highlight of the evening will include the Wine Enthusiast's Top 100 dinner. Every year, Wine Enthusiast Magazine publishes its prestigious "Top 100 Wines of The Year" list. This is a wonderful opportunity to enjoy six wines that have received this ultimate accolade, married to the cutting-edge cuisine of Chef Cal Stamenov of Bernardus Lodge and Chef David Kinch of Manresa in Los Gatos. The elegant Bernardus Lodge will be the setting for a seven-course menu using ingredients from friends who run small organic farms or work as local foragers and day boat fisherman.

Sunday, November 12th, is another wine-filled day at the Inn at Spanish Bay! Pebble Beach is the perfect setting for this event as Monterey County winemakers and grape growers get together to discuss their world-class wines at this showcase event, The Great Wine Escape Finale. This event will feature new releases and reserve wines from over 35 Monterey County wineries. Local restaurants, such as Bouchee, Cantinetta Luca, Cielo and Roy's, will provide their latest delicacies to complement this wine and food extravaganza. In addition, Chef Tony Mantuano of Spiaggia Restaurant in Chicago and Chef Mark Dommen of One Market in San Francisco will provide culinary demonstrations

Special Great Wine Escape Packages are available. For information and tickets, contact MCVGA at 831/375-9400 or order online 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. MCVGA can be reached by calling 831-375-9400 or visiting online at www.montereywines.org