



## Why Anderson Valley Pinot Fest

- **Celebration of Pinot Noir:** The Anderson Valley Pinot Noir Festival serves as a focal point for celebrating the versatility and uniqueness of the Pinot Noir grape within the Anderson Valley appellation.
- **25th Anniversary Milestone:** The festival has reached its 25th year, symbolizing its significance and enduring legacy in the wine world.
- **Diverse Styles:** The festival showcases the diverse styles of Pinot Noir produced in Anderson Valley, highlighting the region's ability to craft wines with varying characteristics, from elegant and delicate to bold and structured, including white to rosé to sparkling. The VIP Bubble Lounge showcases the wines of Roederer Estate, Scharffenberger Cellars, and Louis Roederer, paired with chef bites.
- **Community Transformation:** Anderson Valley has evolved into a tightly-knit wine community where winemakers, industry professionals, consumers, and enthusiasts unite as one large wine family. You can feel the difference when you're with us.
- **Distinct Characteristics:** As one of California's coolest wine regions, Anderson Valley's Pinot Noir exhibits distinctive characteristics, including structured tannins, balanced acidity, and pronounced bright fruit flavors.
- **Technical Conference Highlights:** The 2024 technical conference will delve into Pinot Noir wines from higher elevation ridge vineyards, shedding light on their unique characteristics. It will also explore conservation efforts aimed at preserving soil quality and the Navarro watershed, crucial for the future of our sustainable wine production. Attendees will be able to discover local-based food pairings for Pinot Noir through a demonstration by CIA Greystone, enhancing their understanding of the region's culinary landscape and its synergy with Anderson Valley wines. Industry professionals will share how our Pinot Noirs are perceived in the marketplace, offering valuable perspectives on their reputation and positioning within the wine industry.
- **Competing With Better Resourced Festivals:** Despite its growing popularity, the Anderson Valley Pinot Noir Festival faces competition from other wine festivals that benefit from large marketing budgets and closer proximity to major cities, like Healdsburg Food & Wine, and Santa Lucia Highlands Sun, Wind & Wine Festival, and have chosen to hold their event during our historic weekend.
- **Support Needed:** To continue thriving, the festival requires support from those who cherish the region and its wines, emphasizing the importance of spreading information about the event weekend and rallying support from the wine-loving community.

## Event Details

**Thursday, 5/16/24, 4-6:30 PM:** Exclusive Media & Industry Welcome Reception at Pennyroyal Farms (*limited to 75 people*)

**Friday, 5/17/24, 8:30 AM-4:00 PM:** Technical Conference at Boonville Fairground

**Friday, 5/17/24, 5 PM-8 PM:** Sunset BBQ at Lula Cellars in the "Deep End"

**Saturday, 5/18/24, 10 AM- 1 PM:** VIP Bubble Lounge (*hosted by Roederer Estate Family of Wine and limited to 125 people*)

**Saturday, 5/18/24, 11 AM- 3 PM:** Grand Tasting at Scharffenberger Cellars (*one of the only wine festivals held in the vineyard*)

**Sunday, 5/19/24, 11 AM-4 PM:** Explore the wineries at their Open House Sunday events (*confirmed directly with the winery*)

*Appointments can be arranged on Thursday, Friday or Monday upon request for interested Media at [press@avwines.com](mailto:press@avwines.com)*

### 2024 Participating Wineries (51 currently registered)

**AVWINES.com**

Auteur Wines	Bravium	Dutton-Goldfield Winery	Handley Cellars	Long Meadow Ranch	Navarro Vineyards	Saracina Vineyards	Twomey Cellars
Baxter Winery	Calstar Cellars	Fathers + Daughters Cellars	Harpe Ranch Wine	Lula Cellars	Pangloss Cellars	Scharffenberger Cellars	Waits-Mast Family Cellars
Bee Hunter	Copain Wines	Foursight Wines	Husch Vineyards	Lussier	Pennyroyal Farm	Siduri	Weatherborne Wine Corp.
Berryessa Gap Vineyards	Domaine Anderson	Goldeneye Winery	La Crema	Maggy Hawk Wine	PHILO RIDGE VINEY	Texture Wines	Wentworth Vineyards
Black Kite Cellars	Donum Estate	Grant Vineyards	Lichen Estate	Maple Creek Winery	Roederer Estate	Thomas T Thomas Vineyards	Williams Selyem
Brashley Vineyards	Drew	Greenwood Ridge Vineyards	Littoral Wines	Meyer Family Cellars	Roma's Vineyard	Toulouse Vineyards	