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TASTE OF SONOMA EXPANDS TO A FULL WEEKEND OF WINE & FOOD

New Second Day Features Sonoma Steel Chef Competition and Chef Demonstrations

June 22, 2007 – Santa Rosa, CA: Taste of Sonoma County, the grand tasting event of the Sonoma County Showcase Weekend of Wine & Food, expands this year to two days for the first time, July 14 and 15. "Taste of Sonoma has always been a giant community celebration, with wineries and chefs from around the county gathering together to showcase the best of the region. With so much to offer and strong consumer support, adding a second day is a natural evolution that will make this fantastic event even better," commented Honore Comfort, Executive Director of the Sonoma County Vintners.

Hosted with the Gallo Family at MacMurray Ranch, Taste of Sonoma features more than 100 wineries and 60 chefs offering their wines and foods for sampling. The event boasts has many new elements this year, such as the Macy's Bubble Lounge, a special area where guests can relax with a taste of sparkling wine paired with dishes by Chef Ken Tominaga of Hana Japanese Restaurant; the Taste of Sonoma Wine Shop, where guests can purchase wines they've tasted on-site; and the Grower's Pavilion featuring special vineyard-designate wines and vineyard tours.

Saturday, July 14, has an additional focus on wine education and opportunities to meet the winemakers behind the wines, with most winemakers themselves in attendance to pour and discuss their wines with you. Wine seminars will be led by Wine Spectator Education Director Gloria Maroti Frazee and epicurious.com Editor in Chief Tanya Steel, and sparkling wine tutored tastings will be offered in the Macy's Bubble Lounge

In addition to more winemaker seminars, Sunday, July 15 features the Sonoma County Steel Chef Competition, one of the most popular events at the 2006 Taste of Sonoma. Four of the county's leading chefs face off to see who will emerge as Sonoma County's top toque. Contestants are Janine Falvo of Carneros Bistro, Jeff Mall from Zin Restaurant & Wine Bar, Jeffrey Madura of John Ash & Co., and Jack Mitchell from Sassafras Restaurant. Additionally, acclaimed chef Douglas Keane of Cyrus Restaurant will kick off the cooking festivities with his seminar "Don't Let the Scales Scare You – Learn How to Cook Fish with Douglas Keane."

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The 2007 Sonoma County Showcase Weekend of Wine & Food is presented by Visa Signature, whose cardholders will receive exclusive benefits throughout the event. Premier sponsors of Showcase are Southern Wine & Spirits of California and Land Rover. Major sponsors are Acqua Panna, San Pellegrino, Macy's, the Sonoma County Winegrape Commission, and Caliber WinePak. National media partners are Gourmet, Wine Spectator, The Wall Street Journal, and epicurious.com, winecountry.com. Vintner sponsors are Gallo Family Vineyards, MacMurray Ranch, Matanzas Creek Winery, Rodney Strong Vineyards, and Stonestreet Alexander Mountain Estate. Supporting sponsors are American Ag Credit, Weber, Silicon Valley Bank, KJZY, KZST, Napa / Sonoma, the American Lamb Board, Pure Luxury, Tommy Bahama, Mikasa, and the Sonoma County Tourism Bureau.

The event is produced by Sonoma County Vintners, the leading voice of Sonoma County wine, dedicated to increasing awareness and improving the quality image of its wines to consumers, media, and trade locally and globally. With almost 65,000 vineyard acres planted among the county's 13 American Viticultural Areas (AVAs), Sonoma County is considered one of the world's premier winegrowing regions, producing an unparalleled range of varietals and wine styles. SCV has promoted this diversity and quality since 1944, and currently represents more than 150 member wineries. For more information on the wines and wineries of Sonoma County, visit www.sonomawine.com.

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