



**Media Contact:** Cheryl Quist  
(415) 608-4175  
[cheryl@petalumagap.com](mailto:cheryl@petalumagap.com)

## **Petaluma Gap Winegrowers Have Much to Celebrate on January 8th, 2020, the Second Anniversary of the Petaluma Gap American Viticultural Area**

**Petaluma, CA, January 8, 2020.** Two years ago, on this day, and following the approval of the Petaluma Gap American Viticultural Area (AVA), Petaluma Gap winegrowers were finally able to submit wine labels for approval by the Alcohol, Tobacco Tax and Trade Bureau (TTB), with the AVA as the source of the grapes for the wine inside the bottle. Today many more wines are bearing “Petaluma Gap” on the label, and many of these are achieving high ratings from notable wine reviewers.

Each month the Petaluma Gap Winegrowers Alliance (PGWA) publishes a newsletter which includes the most recent 90+ Point reviews of wines crafted from grapes grown in the AVA in a special section called “90+ PT Club.” More than 70 wines were included in 2019. Coverage of the AVA is also appearing in major publications, such as the newly published 8th Edition of the World Atlas of Wine, by Hugh Johnson & Jancis Robinson, with recognition of the appellation as being “defined by the wind.”

“More winemakers are now choosing to designate their wines as ‘Petaluma Gap’ rather than ‘Sonoma Coast,’ because that previous designation is now considered by many to be too big to be meaningful,” said Mark Theis, Winemaker at Kendall-Jackson. “Putting the more specific ‘Petaluma Gap’ as the AVA on the label validates Kendall-Jackson’s long history of making wines that are focused and exhibit true terroir; it also helps consumers to connect with the unique flavor profile from the region. Petaluma Gap wines demonstrate vivid acidity, structural delineation, and aging potential; they are truly tangible expressions of wind and fog.”

In addition to today’s celebration of two years as an AVA, the Petaluma Gap Winegrowers also announced their 2020 Board of Directors and Officers, with Erica Stancliff (Trombetta Family Wines and Pfendler Vineyards) continuing as President, Tom Gendall (Cline Cellars) as Vice President and Dan Aguilar (Mechanics Bank) continuing as Treasurer. The board is comprised of 12 members including winemakers, growers, and industry leaders from the Petaluma Gap.

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### **About the Petaluma Gap Winegrowers Alliance**

Founded in 2005, the Petaluma Gap Winegrowers Alliance (PGWA) exists to educate members of the wine trade and consumers about the Petaluma Gap and to increase awareness of the region's unique growing conditions and resulting wine quality. PGWA additionally supports member winegrowers and vintners within the region through ongoing programs and communications designed to help them maximize their success within the industry. The group's membership is made up of grape growers, wineries, associate business members, sponsors and local community members with a passion for the region and its wine. Throughout the year, the group conducts educational events and tastings independently and through the Sonoma County Vintners. More information is available at [www.petalumagap.com](http://www.petalumagap.com).