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Petaluma Gap Winegrowers Introduce a New Identity to Illustrate the Distinguishing Characteristic of their Wines

Petaluma Gap – Wind to Wine

Petaluma, CA, May 1, 2019 – This month the Petaluma Gap Winegrowers Alliance (PGWA) will begin rolling out a new logo, pictured above, and redesigned marketing collateral intended to convey the unusual characteristics of the microclimate that is the basis for the designation of the Petaluma Gap American Viticultural Area (AVA).

The gaps in the coastal mountain range at Bodega Bay create a wind tunnel from the ocean to San Pablo Bay with the City of Petaluma in the middle. The persistent wind and fog that streams through the Gap slows down the ripening of the grapes, extending the growing season, and giving the fruit time to develop its distinctive flavors. This process is being branded, “Wind to Wine.”

The redesign initiative was launched with the one-year anniversary of the AVA in early 2019 by the Alliance’s Marketing Committee, under the leadership of Charene Beltramo, Brand Manager at Cline Cellars and a member of the PGWA Board of Directors. “Sydney Sharek, a graphic designer from the Cline Cellars creative team, created several design concepts which were then fine-tuned with the help of the committee to yield a final graphic illustrating the unique identity of the Petaluma Gap and the core message of Wind to Wine,” said Beltramo.

Erica Stancliff, President of the Board added “We are grateful to the Cline Cellars team for their contribution to our marketing efforts. Our mission is to educate the public about the unique characteristics of this unusual growing area and the new logo is a great tool to help us achieve this.”

The Petaluma Gap AVA includes some 80 winegrowers and a dozen wineries, with additional fruit sold to many other wineries throughout northern California. For more information see www.petalumagap.com.

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About the 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.