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The Petaluma Gap Winegrowers Alliance Receives a Congressional Record Statement from Congressmen Jared Huffman and Mike Thompson

New Officers Named to Build the Region's Reputation for Quality Winegrowing

Petaluma, CA, June 4, 2018—The Petaluma Gap Winegrowers Alliance (PGWA) celebrated its recent approval as the newest American Viticultural Area (AVA) by the U.S. Tobacco Tax and Trade Bureau (TTB) at a ceremony and wine tasting at Gap's Crown Vineyard in Penngrove, CA on Tuesday, May 29. The ceremony was held on a hilltop with views of the Petaluma Gap, as more than one hundred attendees tasted wines and experienced the afternoon breeze that is at the core of what makes this viticultural area unique. Congressman Thompson spoke about the history of winemaking in the Petaluma Gap and the decision to apply for AVA recognition and Congressman Huffman presented the Congressional Record Statement to the Alliance. More than twenty wineries poured wines from the Petaluma Gap AVA, which were paired with artisan cheese from Achadinha Cheese Company and Cowgirl Creamery as well as small bites from Kin Restaurant.

“We are very excited to see the first wines labelled with the Petaluma Gap AVA available at retail” said Justin Seidenfeld, Winemaker at Rodney Strong Vineyards and the President of the Board of Directors of the PGWA. “Having the AVA on the label will allow consumers to seek out Petaluma Gap wines based on the region's rich history for growing high quality grapes and the source of fruit for some of Northern California's most talented winemakers.” The AVA approval took place last fall under the leadership of Board Member Rickey Trombetta, Trombetta Family Wines, who has now moved to Emeritus status after the appointment of Mr. Seidenfeld as President this spring. Completing the slate of officers for the Alliance is Erica Stancliff, Vice President of the Board and Winemaker for Trombetta Family Wines, Kathleen Doyle, Treasurer, CPA with Wohlenberg, Ritzman & Co, Dr. Kathy O'Donnell, Secretary, Professor at San Francisco State University and Cheryl Quist, Executive Director. With this new leadership team in place the Alliance will focus on conveying the story of the unique growing conditions and resulting quality of the wines made from grapes grown in the AVA.

The PGWA petition was submitted to the TTB in February 2015 and the final ruling was published on December 7, 2017 allowing winemakers to begin applying for new labels with the Petaluma Gap on January 8, 2018.

The Petaluma Gap AVA includes some 80 winegrowers and 9 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.