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EXPERIENCE CALIFORNIA WINE COUNTRY HARVEST FIRST-HAND DURING SONOMA COUNTY'S FIFTH ANNUAL GRAPE CAMP, SEPTEMBER 20-22, 2011

~ Register Online at www.SonomaGrapeCamp.com ~

SANTA ROSA, CA, November 4, 2010 – On the heels of its successful 2010 event and in time for the holiday gift-giving season and Valentine's Day, advanced reservations are now available for the fifth annual **Sonoma County Grape Camp**, taking place September 20-22, 2011. The ultimate getaway for food & wine lovers, Grape Camp is an experiential vacation which offers hands-on experience harvesting grapes and blending wine during harvest season. Campers will have exclusive access to the influential grape growers, winemakers and chefs who help make Sonoma County a world-class culinary destination.

Produced by the Sonoma County Winegrape Commission in association with Relish Culinary Adventures, Grape Camp takes an intimate group of 25 guests on a three-day journey to explore the fine crafts of grape growing and winemaking.

"We continue to receive remarkable positive feedback from our campers and look forward to offering an extraordinary experience for our fifth anniversary," said Larry Levine, vice president of marketing and communications for the Sonoma County Winegrape Commission. "Sonoma County is about approachability in its wine and food experiences. This camp has been specially developed to reinforce that message and to truly allow guests to experience the 'grape-to-bottle' process first-hand."

For its fifth anniversary, Grape Camp participants will stay at the luxurious Kenwood Inn and Spa, recently ranked #2 Top Small Resort in the U.S. by *Condé Nast Traveler's* 2010 Readers' Choice Awards (and top 100 worldwide). Camp highlights include a welcome dinner at the new Williams Selyem winery in the Russian River Valley featuring super star chef Douglas Keene of the two Michelin-star Cyrus Restaurant along with co-owner Nick Payton, a tour and tasting at Paul Hobbs Winery, followed by lunch and croquet at Sonoma-Cutrer Winery. A

camper cook-off at Relish Culinary School in Healdsburg will ignite friendly competition prior to dinner in the Alexander Valley at Jordan Winery with Executive Chef Todd Knoll.

On the third day, the harvesting of grapes will take place bright and early with grape grower Duff Bevill, followed by grape sorting at Mauritsen Family Winery. Campers will then venture to MacMurray Ranch (formerly owned by actor Fred MacMurray), where they will have the opportunity to learn how to blend wines. Grape Camp will conclude with a special graduation ceremony and tasting reception at MacMurray Ranch, followed by an optional celebration dinner at Kenwood Inn & Spa prepared by Executive Chef Andrea Di Loreto. The dinner will also feature celebrity winemaker James Hall of Patz & Hall Winery and noted grape grower Regina Martinelli of Martinelli Vineyards.

Guests who participate in Sonoma County Grape Camp leave with an in-depth understanding of the grape growing and winemaking process, along with the lasting memory of a shared experience with new friends from across the country. Sonoma County Grape Camp is sponsored by the Sonoma County Tourism Bureau and Sonoma County Vintners.

Tuition for Grape Camp 2011 is \$1,850 per person, per couple (single supplement \$150) and includes two nights' accommodations at the acclaimed [Kenwood Inn and Spa](#), all meals, tastings and transportation during camp. An additional third night at Kenwood Inn and Spa is available for \$250 and the optional end-of-camp celebration dinner is \$155 per person. For more information or to register, please call (707) 522-5860 or visit www.sonomagrapecamp.com.

Editor's Note: Photos are available at <http://www.sonomagrapecamp.com/photo-gallery.html>. A limited number of Grape Camp spots are available for media with assignments. Please contact Lou Hammond & Associates or Larry Levine for an application.

~ Sonoma County Wine, Grapes and Tourism ~

Sonoma County, California, located just 30 miles north of San Francisco, offers world-class wines from over 350 wineries in 13 designated wine regions, cuisine featuring locally grown and artisan products, and destination resorts including 40 spas and 21 golf courses. It is the birthplace of premium California wine more than 150 years ago. As leaders in sustainable farming, a majority of the 62,000 total vineyard acres follow the California statewide guidelines. Family heritage, community and dedication to the land are what make Sonoma County a friendly first-rate wine and food destination.

www.sonomacounty.com –Sonoma County Tourism Bureau

www.sonomawinegrape.org –Sonoma County Winegrape Commission

www.sonomawine.com –Sonoma County Vintners

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