



MEDIA KIT

www.eldoradowines.org

FALL 2015

P O B O X 1614 • P L A C E R V I L L E , C A 9 5 6 6 7 • (8 0 0) 3 0 6 - 3 9 5 6



PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

CONTENT

Letter of Introduction	2
Fast Facts	3
Press Releases	4
History	6
Varieties	7
Climate & Geography	8
Wineries.....	9
Events.....	10
Logos	11
Color Palette, Typography & Tagline	12
Contact.....	13





PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

LETTER OF INTRODUCTION

Our region blends the magic of wine country with the drama of the magnificent Sierra Nevada. Vineyards are planted on steep hillsides, in nooks and crannies above rivers and in breathtaking valleys. Our sweeping elevations and remarkable landscapes are how we produce wines with luscious fruit, alluring depth and unique personality and style.

We are less than an hour from Sacramento or South Lake Tahoe. Discover one of California's oldest wine regions and best kept secrets!



OUR MISSION

To represent the unified interests of its members, promote the brand El Dorado and increase the recognition of El Dorado County's wine region as a quality wine tasting experience and destination.



PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

FAST FACTS

- Our Sierra Foothills range from 1,200 to 3,500 feet and hundreds of microclimates perfect for over 50 grape varieties.
- By 1870, El Dorado County was among the largest wine producers in the state, trailing only Los Angeles and Sonoma counties.
- Today, the county has more than 2,000 acres of vines, is home to approximately 70 wineries, and produces some of California's most sophisticated wines.
- El Dorado was designated an American Viticultural Area (AVA) in 1983.
- The El Dorado appellation is unique due to its high elevation and complex topography.
- These microclimates provide ideal locations for growing a wide variety of grapes identified with the world's finest wine regions, including Bordeaux, the Rhône, Germany, Italy and Spain.
- El Dorado is a sub-appellation of the 2,600,000-acre Sierra Foothills AVA — one of the largest appellations in California — which includes portions of the counties of Yuba, Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne and Mariposa.
- As legions of people flocked to California to claim their fortunes during the Gold Rush of the 1800's, the region's winemaking industry was born.





P O B O X 1 6 1 4 • P L A C E R V I L L E , C A 9 5 6 6 7 • (8 0 0) 3 0 6 - 3 9 5 6

PRESS RELEASES

ADVENTURES ABOUND IN EL DORADO COUNTY

WINE, FOOD AND OUTDOOR LOVERS WILL DELIGHT IN THIS EMERGING CALIFORNIA WINE REGION

August 21, 2015

As Summer is winding down, and we're all looking for one last hurrah before returning to the grind, we decided to revisit a hidden gem wine region we profiled back in February 2015. If a wine adventure is what you're seeking, look no further than El Dorado for a quick getaway that offers not just (delicious) grape juice, but something for everyone, whether wine lover, foodie, outdoor enthusiast or all of the above.

The county, located between Sacramento and Reno/Lake Tahoe, is not only home to more than 40 wineries and 2,000 acres of vineyard landscape, it also offers plenty of outdoor options for fans of hiking, cycling, river rafting, fruit picking and gold panning.

While a great resource for planning a trip to the area can be found at www.eldoradowines.org, below are some ideas on ways to explore the area:

Fun in Fair Play

Take in the mountainous terrain of Fair Play, nestled in the Sierra Foothills at elevations ranging between 2,000 and 3,000 feet. Picnic, hike, and discover "wines with altitude."

The patio at Mount Aukum Winery boasts views that can span nearly 100 miles. The steep, curvy road up to the tasting room is worth the trip to truly experience high-elevation winemaking.

Wineries located in or near Fair Play include: Busby Cellars, Cantiga Wineworks, Cedarville Vineyard, Charles B. Mitchell Vineyards, Colibri Ridge Winery & Vineyard, C.G. di Arie, Gold Mountain Winery & Lodge, Gwinllan Estate, Mastroserio Winery, Mount Aukum Winery, Latcham Vineyards, Perry Creek Winery, Saluti Cellars, Shadow Ranch Vineyard, Single Leaf Vineyards & Winery, Skinner Vineyard & Winery, Windwalker Vineyard.

Bite into Apple Hill

Some of the area's most historic and well-known wineries are located in Camino and Apple Hill, which sit just northeast of Placerville.

The area offers unique agritourism activities, including famers markets and fruit picking. Summer brings all sorts of delicious offerings, from berries, peaches, pears, plums and an assortment of veggies. Even the little ones can get in on the you-pick fun.



PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

PRESS RELEASE CONTINUED...

Wineries in Apple Hill include: Boeger Winery, Bumgarner Winery, Chateau Davell, Crystal Basin Cellars, diVittorio Winery, Fenton Herriott Vineyards, Findelton Estate, Grace Patriot, Illuminare Winery, Jodar Winery, Lava Cap Winery, Madroña Vineyards, Wofford Acres Vineyards.

A Perfect Day in Pleasant Valley

Pleasant Valley wineries are most famous for their Italian and Rhône varietals. Located just south of Placerville, Pleasant Valley is marked with rolling hills, small farms and views of the Consumnes River Canyon.

This region sits in a valley between two mountain ranges. Drive Pleasant Valley Road to experience the remarkable harmony between mountains, vineyards and agriculture.

Wineries in Pleasant Valley include: Auriga Wine Cellars, Holly's Hill Vineyards, Miraflores Winery, Narrow Gate Vineyards, Sierra Vista Vineyards & Winery.

Shop, Eat, Wine, Repeat

All wineries in El Dorado are located within 30 minutes of Placerville, a Gold Rush town with a historic downtown that features farm-to-table restaurants and main street shopping.

Driving north from Placerville on Hwy 49, bring the kids to visit the Marshall Gold Discovery State Park in Coloma, where James Sutter first discovered gold in 1848.

There are several notable wineries worth the trip in the Greater El Dorado area. They include: Cielo Estate, David Girard Vineyards, Everhart Cellars/Hart2Hart Vineyards, Nello Olivo, Gold Hill Vineyard.

For more information or to request an interview, contact Joel Peterson at Solterra Strategies, (805) 610-2204, or email him at Joel@solterrastrategies.com.

For recent news articles, visit eldoradowines.org/articles





PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

HISTORY

California's Gold Rush began in El Dorado County 1848 with James Marshall's discovery of gold at Sutter's Mill, on the South Fork of the American River in Coloma. As legions of people flocked to California to claim their fortunes, the region's winemaking industry was born.

By 1870, El Dorado County was among the largest wine producers in the state, trailing only Los Angeles and Sonoma counties. The local wine industry flourished until just after the turn of the century when there were approximately 2,000 acres of vines in the county. Shortly thereafter, El Dorado began a gradual decline, brought about by poor economic conditions and a diminishing local population. Prohibition was but the last straw.

Between 1920 and 1960, viticulture virtually disappeared from the county. It wasn't until the late 1960s that winegrowing made a resurgence. Following the development of several experimental vineyards, it became apparent that both the climate and soil of El Dorado County were ideally suited to the production of high quality, dry table wines. With the opening of Boeger Winery in 1973, El Dorado was once again on its way to becoming an important winegrowing region.

Today, the county has more than 2,000 acres of vines, is home to approximately 50 wineries, and produces some of California's most sophisticated wines. El Dorado was designated an American Viticultural Area (AVA) in 1983.

Source: "A Brief History of Winegrowing in El Dorado County," Eric J. Costa

**Currently over 70 wineries within the boundaries of Greater El Dorado County*





PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

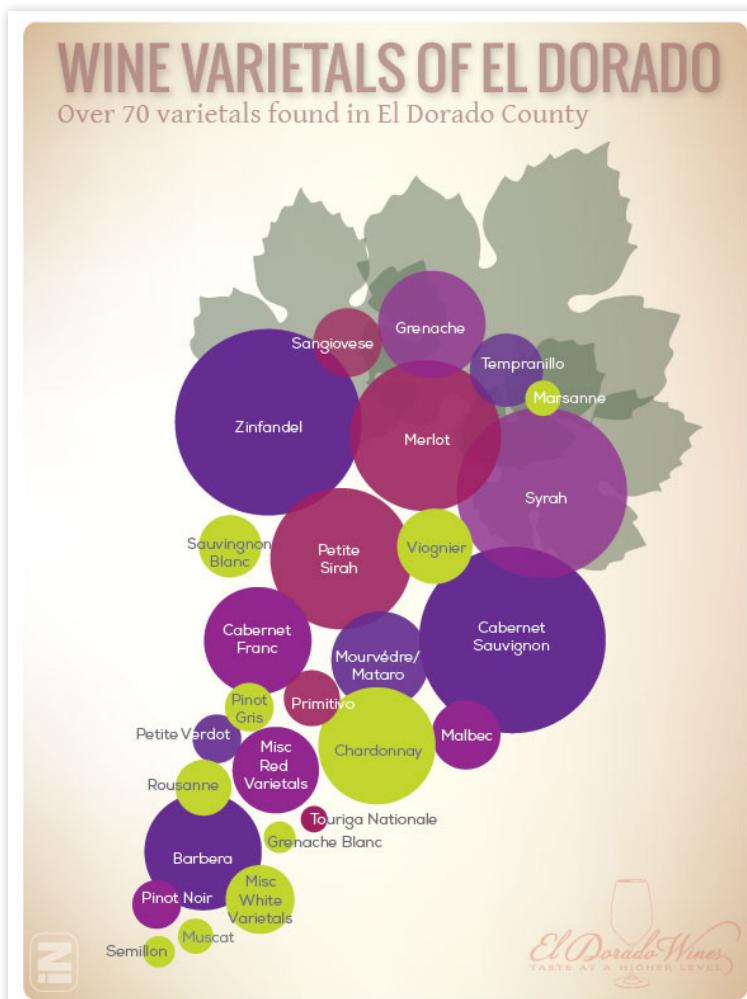
VARIETIES

In El Dorado County, the vintner's strength is the land's terrain: hundreds of microclimates provide a broad range of temperatures, exposures, and soils. When well matched, this topography provides an ideal location for the world's finest wine grapes, hailing from Bordeaux, the Rhône, Germany, Italy, and Spain. And that's what we call "Right Grape, Right Place."

Nooks and Crannies at 1,200 to 3,500 ft: A Diversity of Microclimates.

EL DORADO GRAPE VARIETIES

Download a list of El Dorado's varieties here: eldoradowines.org/about





P O B O X 1 6 1 4 • P L A C E R V I L L E , C A 9 5 6 6 7 • (8 0 0) 3 0 6 - 3 9 5 6

CLIMATE & GEOGRAPHY

Established in 1983, The El Dorado American Viticultural Area (AVA, also referred to as an “appellation”) includes those portions of El Dorado County located between 1,200 and 3,500 feet in elevation and bounded on the north by the Middle Fork of the American River, and on the south by the South Fork of the Cosumnes River. El Dorado is a sub-appellation of the 2,600,000-acre Sierra Foothills AVA — one of the largest appellations in California — which includes portions of the counties of Yuba, Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne and Mariposa.

The El Dorado appellation is unique due to its high elevation and complex topography. El Dorado's mountain vineyards are perched at elevations high above the valley, where cooling breezes off the Sierra Nevada and the mountainous topography create a diversity of microclimates and growing conditions not found in other regions in valley settings.

These microclimates provide ideal locations for growing a wide variety of grapes identified with the world's finest wine regions, including Bordeaux, the Rhône, Germany, Italy and Spain. El Dorado grows over 50 different varieties of grapes, ranging from Gewürztraminer, which does best in the higher and cooler portions of the county, to Zinfandel and Barbera, which ripen perfectly in warmer climates.

El Dorado is cooled by elevation rather than by the fog that is common to the coastal regions. This means the grapes receive more direct sunlight, thus ripening fully without retaining excess herbaceous characters or acidity that is out of balance with the fruit flavors. El Dorado's relatively cool temperatures also allow the grapes a long “hang time” for uniform ripening.

In conjunction with the climate, there are three basic soil types determining the characteristics of the region: fine-grained volcanic rock, decomposed granite and fine-grained shale. Varying in elevation and topography, each soil offers good drainage and the nutrients needed to encourage vines producing rich, deeply flavored grapes.

The unique combination of climate, soil and topography found in the El Dorado appellation produce wines of distinction, depth and density with a maturity unmatched in other regions. This is El Dorado's “terroir.”





PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

WINERIES

- | | |
|--|---------------------------------|
| Auriga Wine Cellars | Holly's Hill |
| Boeger Winery | Illuminare |
| Bumgarner Winery | Jodar Vineyards & Winery |
| Busby Cellars | Latcham Vineyards |
| C.G. di Arie | Lava Cap Winery |
| Cantiga Wineworks | Madroña |
| Cedarville Vineyard | Mastroserio Winery |
| Charles B. Mitchell Vineyards | Miraflores |
| Chateau Davell | Mount Aukum Winery |
| Cielo Estate | Narrow Gate Vineyards |
| Colibri Ridge Winery & Vineyard | Nello Olivo Wines |
| Crystal Basin Cellars | Oakstone Winery |
| diVittorio Winery | Perry Creek Winery |
| Everhart Cellars/Hart 2 Hart Vineyards | Saluti Cellars |
| Fenton Herriott Vineyards | Shadow Ranch Vineyard |
| Findleton Estate Winery | Sierra Vista Vineyards & Winery |
| Gold Mountain Winery & Lodge | Single Leaf Vineyards & Winery |
| David Girard Vineyards | Skinner Vineyards & Winery |
| Gold Hill Vineyard & Brewery | Windwalker Vineyard |
| Grace Patriot Wines | Wofford Acres |
| Gwinllan Estate | |





PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

EVENTS

PASSPORT

April 11 & 12 and April 18 & 19, 2015

Don't miss this once a year, all-access pass to wine-and-food pairings, music and friendship in our region-wide party. During two glorious spring weekends each year, over 30 El Dorado wineries host the region's annual wine and food event. Passport features plenty of luscious wine and food pairings, barrel tastings, enjoyable art and music, and fun-loving participants. Warm weather and green surroundings along the wine trail add to the excitement of this springtime event.

OUTDOOR TASTINGS AND CONCERTS

Wineries host evening and weekend concerts as soon as the weather turns warm. Sit with a picnic on our decks or in our gardens and listen to music while you sip a glass of wine* in the glow of the foothills. *(Summer) *Wine for events can be purchased at the winery hosting the event.*

HARVEST CELEBRATIONS

Wineries offer a range of special events where you can see the harvest in action. Check calendar for events at each winery. *(Fall)*

NEVADA DAY

Tasting rooms celebrate our Silver State neighbors and the day in 1864 when Nevada became a state with complimentary tastings, food, fun and promotions all weekend long. *(Last weekend in October)*

THE BLIND BARREL

Celebrate the repeal of Prohibition in true speakeasy style as you drink local wines, eat from a gourmet soup line and dance the night away to a rousing swing band.

December 5, 2015





PO Box 1614 • PLACERVILLE, CA 95667 • (800) 306-3956

LOGO SHEET



1 color black alternate



1 color PANTONE 188 alternate



1 color PANTONE 186 alternate



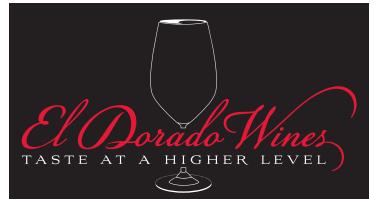
Full color



Full color reverse



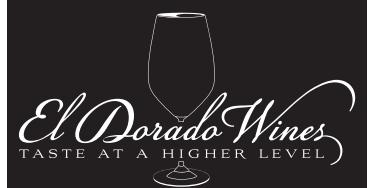
2 color alternate



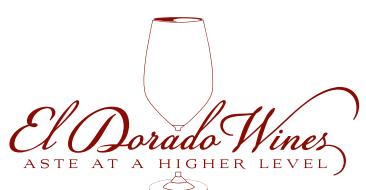
2 color alternate reverse



1 color black alternate



1 color white alternate



1 color PANTONE 188 alternate



1 color PANTONE 186 alternate



1 color black alternate



1 color PANTONE 188 alternate



1 color PANTONE 186 alternate



P O B O X 1 6 1 4 • P L A C E R V I L L E , C A 9 5 6 6 7 • (8 0 0) 3 0 6 - 3 9 5 6

COLOR PALETTE & TYPOGRAPHY



PANTONE 188 U
Spot Color
C 0 M 97 Y 100 K 50
CMYK
R 122 G 37 B 49
RGB



PANTONE 186 U
Spot Color
C 0 M 100 Y 81 K 4
CMYK
R 204 G 9 B 47
RGB



Black: 86%
C 0 M 0 Y 0 K 86
CMYK
R 74 G 75 B 76
RGB

PANTONE® is a registered trademark of PANTONE Inc. PANTONE Inc. is a provider of a color system used around the world, created by Lawrence Herbert in 1963. Visit www.PANTONE.com to buy or explore PANTONE color palettes.

Please use the reds sparingly when creating an EDWA document. It should only be used as a highlight color and not the primary color.

When creating a document that utilizes the EDWA brand please keep typography simple. Limit the use of all-caps and justified copy. For large bodies of copy please use *Gentium Basic*. For headers and subheaders please use *Oswald* (all caps). If these fonts are not available, it is recommended to use a serif typeface such as *Caslon* or *Book Antiqua* for large bodies of copy and a thin san serif such as *Myriad Pro Condensed*.

TAGLINE

“Taste at a Higher Level”

Wine tasting in El Dorado is not only experienced at higher elevations, but the wines are recognized as high quality... elevation makes a difference!





P O B O X 1 6 1 4 • P L A C E R V I L L E , C A 9 5 6 6 7 • (8 0 0) 3 0 6 - 3 9 5 6

CONTACT

GENERAL QUESTIONS ABOUT THE REGION

Stephanie Haisley: (916) 662-6671 info@eldoradowines.org

REQUESTS FOR EVENTS, DONATIONS

Please direct all solicitations in writing to:

El Dorado Winery Association
PO Box 1614
Placerville, CA 95667
or info@eldoradowines.org

MEDIA AND ADVERTISING INQUIRIES:

(800) 306-3956

MARKETING

Infuze Marketing
Stephanie Haisley: stephanie@infuzemarketing.com

PUBLIC RELATIONS

Solterra Stratigies
Stacie Jacob: sjacob@solterrastrategies.com

Last Updated 10/28/15

