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Temecula Valley Wine Country to Host 30th Annual Grape Day Conference

FOR IMMEDIATE RELEASE

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One-day conference unites winegrowers, vintners and educators from Temecula Valley and beyond to share insights on best practices for growing, making and selling fine wine

TEMECULA VALLEY, CA; (March 21, 2013)---The Temecula Valley Winegrowers Association (TVWA) will host its annual Grape Day conference on Thursday, April 18 at South Coast Winery Resort & Spa, inviting aspiring and current winegrowers, vintners and the wine-curious to a full day of education and insights about the world of winemaking. Open to the public, Grape Day routinely draws attendees from throughout Southern California and beyond, bringing wine professionals and newcomers together in a shared effort to continually improve the growing, production and marketing of fine wine.

Highlights from the 2013 Grape Day conference agenda include the following presentations:

Wine Sensory and Olfactory Education, with *Alexandre Schmitt; Wine & Flavors SARL*. Schmitt studied his craft at the Institut Supérieur International du Parfum in Versailles. Guided by iconic winemaker Jean-Claude Berrouet, technical director of Château Pétrus, he created the global consulting practice, Wines & Flavors.

Managing Vine Balance, with *S. Kaan Kurtural, PhD; Department of Viticulture and Enology, California State University, Fresno*. Dr. Kurtural joined the faculty at Department of Viticulture and Enology in 2008. Previously, he was appointed as the Senior Viticulture Extension Specialist at the Department of Horticulture at the University of Lexington Kentucky.

Regional Marketing, with *Camron King; Executive Director, Lodi Winegrape Growers Association*. King was vice president of state government relations at the California Association of Winegrape Growers for eight years prior to being named Executive Director of the Lodi Winegrape Commission in 2012.

The largest and most commercially successful region in the South Coast AVA, the viticultural zone spanning more than 2 million acres from Riverside County to the San Diego border, the Temecula Valley has long served as a steward of the Southern California wine community. Founded in 1983 as a way to help Temecula Valley's nascent winegrowing community improve its knowledge of viticulture, Grape Day has since evolved into the region's premier wine industry conference, introducing the latest research, methods and technology, and encouraging a collaborative spirit and dialogue within its membership and the broader California wine industry.

"For 30 years, Grape Day has contributed to the continued success of the Temecula AVA. Every spring, we look forward to sharing best practices, knowledge and experience with the unified grape-growing community here in Southern California," says TVWA Viticulture Chair Ben Drake of Drake Enterprises, Inc. Ben was recently recognized by the California Association of Winegrape Growers (CAWG) as the 2013 CAWG Leader of the Year.

Grape Day tickets are \$65 for TVWA members, \$85 for non-members and can be purchased online at TemeculaWines.org (click on Events) or by phone at (800) 801-9463. Conference includes continental breakfast, buffet lunch and wine and cheese evening reception.

About the Temecula Valley Winegrowers Association

Comprising 35 wineries and more than 60 winegrowers, the Temecula Valley Winegrowers Association is a nonprofit regional organization dedicated to increasing awareness of the quality wines and wine grapes grown in the Temecula Valley and South Coast Appellations. Established in 1984, the Temecula AVA consists of 33,000 acres, of which approximately 1,300 acres are currently planted to commercial vineyards. Known as Southern California's wine country, the Temecula Valley is located in Riverside County just one hour from San Diego, Orange County and Palm Springs.

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