

Santa Ynez Valley Vintners to Support 2nd Annual Event to Help Vineyard and Farm Workers

For Immediate Release

August 18, 2009

Contact: Dean Palius
People Helping People
(805) 686-0295 or dean@syvphp.org

Solvang— The 2nd Annual Vino de Sueños (Wine of Dreams) benefit wine release celebration will be held November 7th at the Santa Ynez Valley Marriott in Buellton, CA from 3-6 PM. The public is invited to attend.

This unique fundraiser, begun last November, is the first of its kind event planned and supported by a small group of local premium winemakers to benefit farm and vineyard workers. Founding wineries include Alma Rosa, Buttonwood, Clos Pepé, Feliz Noché, Foxen, Longoria, and Presidio.

Vino de Sueños is the brand name for the wine series released each year at the annual event. This year, twelve wineries have already committed to donating 10 cases of wine each to be tasted and sold exclusively under the Vino de Sueños label at the release celebration.

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Wines to be released on November 7th under the Vino de Sueños labels include Alma Rosa 2008 Pinot Gris, Au Bon Climat 2005 Petit Verdot, Buttonwood 2008 Sauvignon Blanc, Cold Heaven 2005 Syrah, D'Alfonso-Curran 2006 Rancho Santa Rosa Chardonnay, Fiddlehead 2005 Seven Twenty Eight Pinot Noir, Foxen 2007 Grenache/Syrah Blend, Hitching Post 2007 Santa Barbara County Pinot Noir, Kalyra 2005 Late Harvest Riesling, Longoria 2007 Syrah Santa Barbara County Cuvee, Makor 2007 Bien Nacido Merlot, and Vogelzang 2008 Sauvignon Blanc.

There are individual wines for every taste and pocketbook. Wines will sell from \$13 to \$38 depending upon varietal and vintage and are discounted for this fund raising event. White wine and red wine 6-pack samplers and a case sampler will be also available for further discounted prices.

The Vino de Sueños event and sales of the Vino de Sueños wines are a fundraiser to benefit vineyard and farm workers through the auspices of People Helping People (PHP). PHP is a non-profit organization which helps disadvantaged families and individuals in the Santa Ynez and Los Alamos Valleys.

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According to Becky Barieau, event committee chair and representative of Foxen Vineyards, a founding wine maker, another unique aspect of the Vino de Sueños wines is that each label includes a reproduction of an original art piece from a local artist. Barieau said that, “(W)e are extremely pleased that well regarded local artist, Karina Puente, has returned to recruit artists to create special works of art to represent each wine.”

Ms. Puente’s art will adorn one winery’s entry and her “Dreamer” piece created last year will continue to be the “icon” on each label that identifies it as part of the Vino de Sueños brand.

Kros Andrade, owner of UVA Design Studios, will once again translate the art created for the labels into “...eye catching presentations that create ‘brand’ identity.” Andrade explained that, “I couldn’t resist the challenge to work with these gifted artists, create the labels and assist People Helping People. “I was fourteen when I immigrated to this country with my parents. I know what it is like for a family to be given a chance at a dream and work extremely hard to achieve it for their children and children’s children.”

What has resulted from the marriage of the winemakers and artist’s talents Barieau says, “(I)s a series of wonderful wines with extraordinary labels that just jump off the bottle.” “These labels and the original works they represent are truly collectors’ items.

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We are so very grateful for the works donated by Karina Puente and her friends Kari Crist, Darby Holden, Christianna Hunnicutt, Christina Locascio, Zoe Nathan, Alissa Massey, Luis Ramirez, Joel Serrato, Suzi Trubitz, Jose Villa, Nancy Yaki, and Seyburn Zorthian. “

The original label art will be available for purchase through a silent auction conducted during the wine release celebration. Many of the artists will be on hand to discuss their contributions.

In addition to the wine tasting, wine sale and art auction, the November 7th release event will feature live music by international award winning guitarist Derroy. Derroy's technique has simultaneously been termed “masterful” and “gravity defying.”

Appetizers will once again be created by the Santa Ynez Valley's premier caterer, New West Catering. Last year's food prepared by Janet and Jeff Olsson received rave reviews from the guests for choice and quality.

The charity benefiting from the sale of Vino de Sueños wines, PHP, provides seventeen programs and services to assist primarily very low and low income residents in mid Santa Barbara County. Specifically, funds derived from this benefit event will be used for basic needs and family support services for vineyard and farm workers and their families. These services include food, emergency rent and utility assistance, medical and dental care, counseling, after school programs, college scholarships and more.

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Tickets are \$40 each, include a 14 ounce Vino de Sueños logo glass, and are on sale now. To buy tickets or to receive more information about the Vino de Sueños release celebration, go to the Vino de Sueños website at www.vinodesuenos.com or contact People Helping People at (805) 686-0295 or www.syvphp.org.

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