

ALEXANDER VALLEY VINEYARDS

Customers want to make responsible decisions about the wines they choose.

Over the decades AVV has created and utilized many sustainable practices in our vineyards and winery. We are formally recognizing this commitment by participating in the Sonoma County Sustainably Farmed Grapes program. This program requires substantial documentation and logo placement, so we will be phasing in the change as we add the logo the back label.

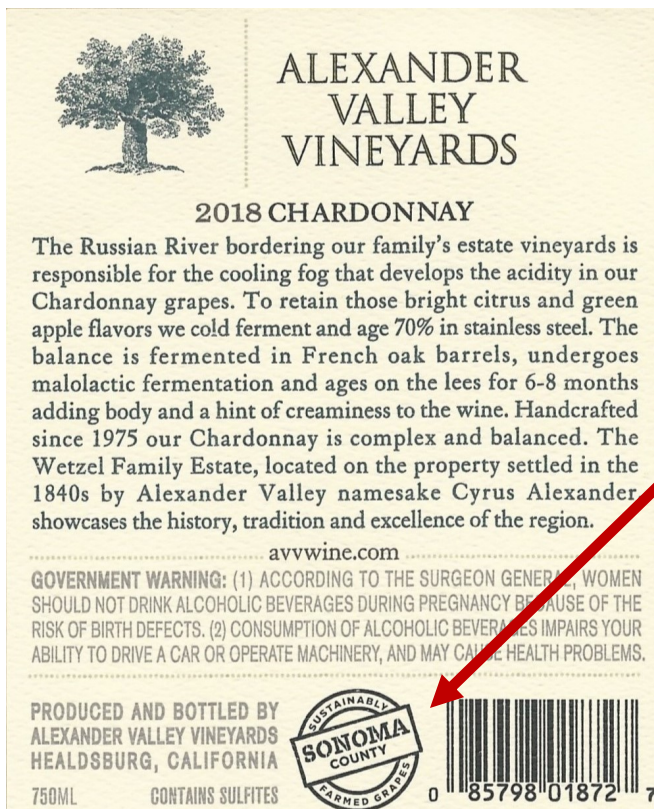
Wines labeled with this logo ensure that the winegrower had the vineyard first assessed and then certified sustainable by one of four California sustainability programs, vetted by Sonoma County Winegrowers. Each of these programs has strict standards and includes a “triple-bottom line” approach to sustainability, including measuring the growers commitment to being socially responsible – in how they work with their employees, neighbors and community, environmentally conscientious with their farming and winery practices and economically viable as a business. An annual farming plan is created for each vineyard that includes a focus on continuous improvement to ensure sustainable practices continue to evolve each year.

Sustainability ensures that our business, rural lifestyle and agricultural heritage will be maintained for years to come.

Sonoma Sustainable Logo:



Chardonnay 750ml & 375ml
dry Rose' of Sangiovese
Cabernet Franc
New
2019 Cabernet Sauvignon
2019 Merlot
2019 Homestead Red Blend



Selling benefits for the logo:

- Legitimizes AVV's sustainability commitment to the consumer
 - Creates a point of differentiation from other wines
 - Reinforcement of the Sonoma County brand
 - Communicates AVV's “green” messaging



Our family creates wines of distinction for everyone.

Healdsburg - Sonoma County - California

avvwine.com



Sonoma County Sustainability Label Certificate

The Sonoma County Winegrape Commission has given permission to Alexander Valley Vineyards for the use of the *Sonoma County Sustainability* label on the following wine brands:

- 2017 Cyrus Bordeaux Blend
- 2018 Chardonnay
- 2018 Cabernet Sauvignon - Organic
- 2018 Cabernet Franc
- 2018 Cyrus Bordeaux Blend
- 2018 Reserve Cabernet Sauvignon
- 2019 Chardonnay
- 2019 Rose of Sangiovese
- 2019 Chardonnay
- 2019 Cabernet Sauvignon
- 2019 Cabernet Franc
- 2019 Cabernet Sauvignon - Organic
- 2019 Merlot
- 2019 Homestead Red Blend
- 2019 Zinfandel
- 2019 Sin Zin
- 2019 Reserve Old Vine Zinfandel
- 2019 Reserve Petit Sirah
- 2019 Reserve Primitivo
- 2020 Pinot Noir
- 2020 Rose of Sangiovese
- 2020 Chardonnay



Karissa Kruse

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