

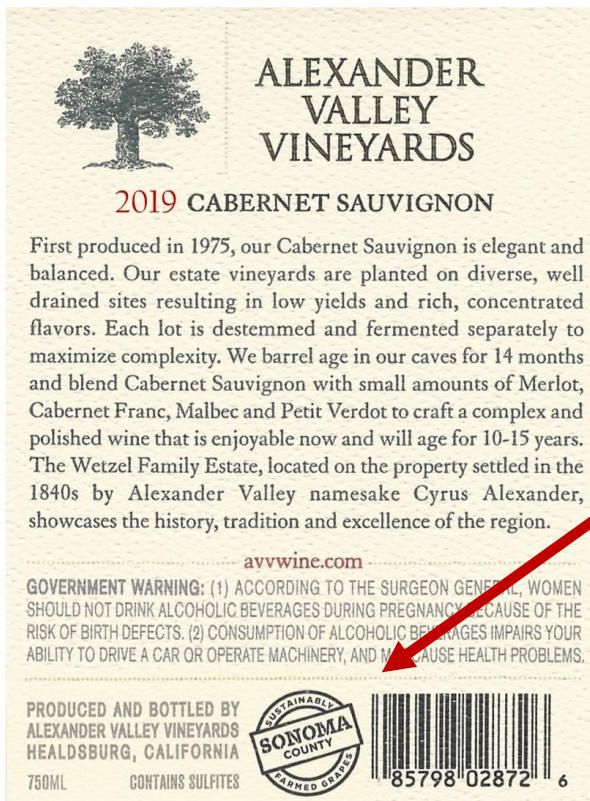
ALEXANDER VALLEY VINEYARDS

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 formally recognize this commitment by participating in the Sonoma County Sustainably Farmed Grapes program. This program requires substantial documentation and logo placement, so we're phasing in the change as we add the logo the back label to multiple wines.

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:



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 Cyrus Bordeaux Blend
- 2019 Reserve Cabernet Sauvignon
- 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
- 2020 Cabernet Sauvignon - Organic
- 2020 Cabernet Franc
- 2020 Zinfandel
- 2020 Sin Zin
- 2020 Reserve Old Vine Zinfandel
- 2020 Reserve Petit Sirah
- 2020 Reserve Primitivo
- 2020 Reserve Homestead Red Blend
- 2020 Merlot
- 2020 Cabernet Sauvignon
- 2021 Chardonnay
- 2021 Rose of Sangiovese
- 2021 Pinot Noir

Should you have any questions please contact Jennifer Richards at: jennifer@sonomawinegrape.org

Karissa Kruse

Karissa Kruse
President, Sonoma County Winegrape Commission
3245 Guerneville Road, Santa Rosa, CA 95401

