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El Dorado Winery Association Receives Marketing Grant ***Specialty Crop Block Grant Helps Move New Marketing Campaign Forward***

(Placerville, CA) – El Dorado Winery Association (EDWA), located amid the rolling foothills of the Sierra Nevada Mountains, was awarded a Specialty Crop Block Grant in the amount of \$179,000 from The California Department of Food and Agriculture (CDFA). The funds awarded during the next three years helps the 35-member winery association move its new marketing campaign “Taste At A Higher Level” forward.

“Receiving this grant is a vote of confidence for El Dorado Wine Country,” said Beth Jones EDWA President and co-owner of Lava Cap Winery. “We are excited to share our unique assets, which is part of our new marketing campaign targeting key markets important to our constituents.”

The association’s marketing campaign will educate media, trade and consumers about the wines and vineyards of the growing El Dorado American Viticulture Area (AVA), a sub-appellation of the Sierra Foothills AVA. The grant allows EDWA to create a strong marketing foundation over the next three years including new marketing data, new technology to enhance its website, create a year around communications plan to build awareness, enhance its social media platform, implement familiarizations tours for media and wine buyers, open up new target markets and leverage partnerships with tourism partners. These programs will help El Dorado showcase the region’s distinctive wine qualities and build awareness for this emerging California AVA within Reno, Sacramento and the San Francisco Bay Area metro markets.

“The timing of the grant couldn’t be better,” said Terrie Prod’hon, EDWA’s Public Relations & Marketing Committee Chair and owner of Mt. Aukum Winery. “Our association is growing and we’re seeing how popular our wines are becoming. The grant will help us build a complete, coordinated effort to get the word out about El Dorado Wine County.”

The El Dorado Winery Association is one of nine organizations to receive a marketing focused grant for agriculture education and outreach and one of three organizations focused on California wine. CDFA awarded a total of \$18.7 million in all Specialty Crop Block Grants focusing on the categories of research, marketing and nutrition.

The El Dorado American Viticulture Area (AVAs), which also includes the Fair Play AVA in its southern realm are unique high elevation wine regions located between Sacramento and Lake Tahoe, featuring award-winning wineries and tasting rooms throughout historic California gold country. It is a sub-appellation of the greater Sierra Foothills AVA, with wines produced by mostly family-owned boutique

wineries. For more information about the El Dorado Winery Association and this growing region visit www.eldoradowines.org.

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