

UPCOMING EVENTS

WEDNESDAY, NOVEMBER 12, 2008:

SAN JOAQUIN COUNTY AGRITOURISM CONFERENCE

San Joaquin County Ag Center, 2101 E. Earhart Avenue, Stockton

Registration is \$40 per person and includes lunch and a manual.

For more information, please call Michelle at (209) 337-2726.

WEDNESDAY, NOVEMBER 12, 2008: ZAP RESEARCH PRESENTATIONS

Wine & Roses Garden Ballroom, 2505 W. Turner Road, Lodi

Check-In 9am, ends at approximately 11:30am

Presentations on consumer research and industry trends related to Zinfandel
by Christian Miller and JulieAnn Kodmur.

THURSDAY, NOVEMBER 20, 2008 (DATE CORRECTION):

REGIONAL RESEARCH ROADSHOW Co-sponsored with UC Davis.

Wine & Roses Garden Ballroom, 2505 W. Turner Road, Lodi

Registration 8:00 – 8:30am. Talks 8:30 – 12noon followed by lunch.

RSVP: Please RSVP to (209) 367-4727 by November 13, 2008.

LODI WINEGRAPE COMMISSION

Crush District 11

This newsletter is published at:
2545 W. Turner Rd. Lodi CA 95242

Reproduction of any part of this newsletter must have the approval of the LWC. This newsletter and previous newsletters can be downloaded from our website: lodiwine.com

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LODI
WINEGRAPE
COMMISSION



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WINE INTEGRITY AWARD DINNER

honoring

KAREN ROSS

The Lodi Winegrape Commission is excited to announce that **Karen Barrett Ross**, President of the California Association of Winegrape Growers has been named the Wine Integrity Award honoree for 2008. Created in 1998, the award honors individuals who have conducted their careers with integrity while making significant contributions to the wine industry.

According to the nominating panel, Karen was chosen as the Integrity Award recipient for her nearly two decades of serving California's winegrape growers with distinguished intelligence, integrity and class. Her efforts have proved to be successful through the challenging times of the world market for grapes.

In addition to acting as the President of the CAWG, Karen is also the Executive Director of the Winegrape Growers of America, the Executive Director of the California Wine Grape Growers Foundation and is a dedicated member of the

California State Board of Agriculture. She serves on numerous boards and advisory committees at the state and national level and is a frequent industry presenter.

The award will be presented at a dinner in Ross' honor at Wine & Roses in Lodi, on Tuesday, October 21, 2008.

The Lodi Winegrape Commission will also be honoring **Brad Alderson** at this festive celebration. Brad will be awarded with the Lodi Wine Award of Merit for his dedication to producing wines of style, character and quality in Lodi. After 34 years at Woodbridge by Robert Mondavi, Brad is now mentoring production of new wine and wineries in the Lodi area. He is committed to fostering "Lodi's growth as a sustainable winemaking

region, while preserving a hands-on approach to winemaking that produces wine of style and personality."

For more information, please contact the Lodi Winegrape Commission at (209) 367-4727.





NEW YORK, NEW YORK

A wide selection of Lodi wines graced the tables of a media luncheon in New York City in mid-September. The event was sponsored by Wine Institute at its California Wine Rush trade promotion event, part of the “California Wine Month” activities as declared by

Governor Schwarzenegger. Ten California wine regions were on hand to help Wine Institute President Bobby Koch and Karen Ross of the California Association of Winegrape Growers tell the California wine story. Mark Chandler of the Lodi Winegrape Commission presented the Lodi wines.

Dozens of wine writers and sommeliers were in attendance, including White House Usher Daniel Shanks, Bloomberg News writer Elin McCoy, and New York Times wine writer Howard Goldberg. The luncheon was followed by an extensive retail/restaurant trade and consumer tasting, attended by several hundred thirsty wine lovers. The Lodi wines were enthusiastically received by the media and public alike.

While in New York, Wine Institute and CAWG released an audio news release on the annual harvest based on interviews with Wine Institute Chair Margaret Duckhorn and CAWG Chair John Crossland. The release was picked up by more than 680 radio stations across the country for an audience reach of 13.7 million. It also ran on cable radio for an additional 42 million listeners, and on 20 websites that added another 115 million “eyeballs” to the coverage. Other media attention included a brief spot with Al Roker in front of the NBC studios on the Today Show. California and Lodi wines will benefit tremendously from this exposure.

LODI WINES FEATURED AT IMPORTANT SACRAMENTO EVENT

Six Lodi wineries participated in the 14th annual Sacramento Perspectives on September 19, 2008. Perspectives is the Sacramento Metropolitan Chamber of Commerce’s signature event with over 3,000 business professionals throughout the region attending. The program includes a panel of the world’s most influential speakers who share their personal views on world affairs and current events. Those who spoke included: Karl Rove, Robert F. Kennedy Jr., Depak Chopra, Political Analysts of Common Ground Bob Beckel, Cal Thomas and comedian Frank Caliendo. Lodi wines were featured exclusively at the VIP lunch, general lunch and VIP reception. These Lodi appellation wines were generously donated by Michael-David Winery, Peltier Station, Delicato Vineyards, Woodbridge by Robert Mondavi, Van Ruiten Winery and Barefoot Cellars.

Q: WHAT IS A “SLOW FOOD NATION”?

A: The Slow Food movement began in Italy in the late 1980’s in response to the expansion of the McDonald’s fast food restaurant chain in Europe. Slow Food celebrates the pleasures of growing, preparing, and consuming great food (and wine!) in the company of friends and family in a relaxed environment.

From modest beginnings the movement has grown to comprise some 850 regional chapters, called *convivia* (as in *conviviality*) whose combined membership exceeds 85,000 people. Each *convivia* sponsors several gatherings per year focused on the enjoyment of food and wine.

Over Labor Day Weekend the San Francisco chapter sponsored “Slow Food Nation” to highlight the group’s goals and activities. It was a major undertaking, occupying most of Fort Mason and the civic park in front of San Francisco City Hall. The two venues entertained some 60,000 Bay Area foodies and Lodi wine was there.

Cliff Ohmart and Mark Chandler spent the weekend pouring wine and telling the Lodi story to thousands of food and wine enthusiasts. According to Mark “from a marketing standpoint this was the perfect target market. We made lots of new friends for Lodi wine.” Event goers were particularly interested in the sustainable viticulture program, and a seminar on the subject conducted by Dr. Ohmart was well attended.

A full complement of Lodi wines was poured, from Albarino to Zinfandel. For most of the attendees it was their first exposure to Lodi wine, but it will not be their last. Many expressed an interest in coming to Lodi for the First Sip Wine Weekend, Wine and Chocolate, or ZinFest wine events.

WINE AND VISITOR CENTER EXTENDS LEASE, REDUCES SPACE

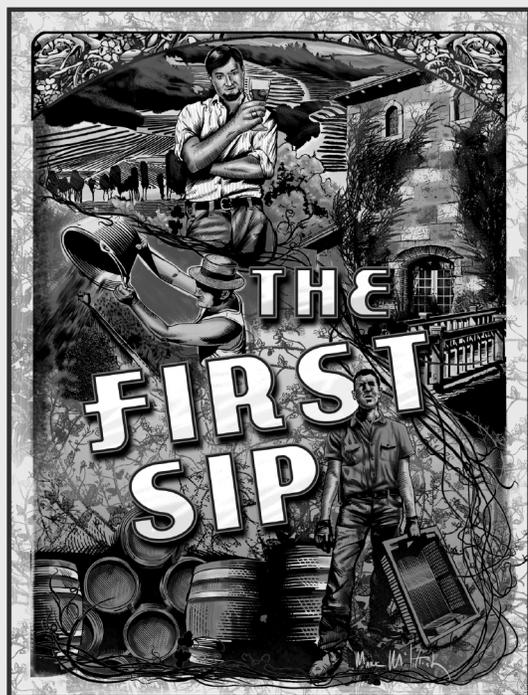
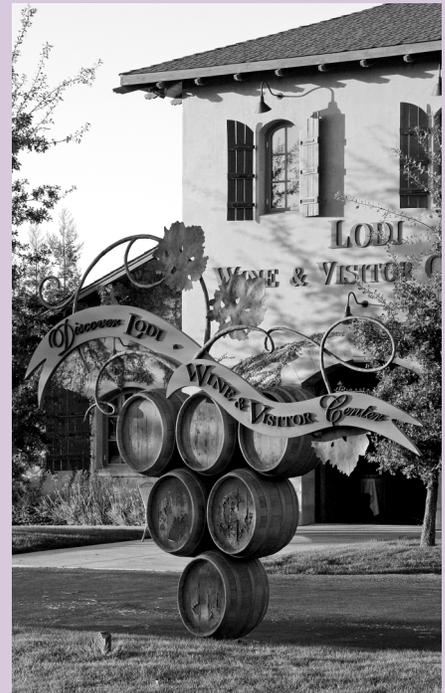
Looking to meet its long term needs the Lodi Winegrape Commission board recently voted to extend its lease with Wine & Roses for another 10 years.

“The Lodi Wine and Visitor Center has served the grower community quite well as a regional marketing tool” according to commission chairman Keith Watts – “being adjacent to Wine & Roses, the valley’s premier hospitality venue, has been a fantastic boost in helping us project a quality image for our region, our grapes, and our wines.”

As part of the deal, the Lodi Wine and Visitor Center will consolidate its space, moving its tasting bar into the main visitor area, so that Wine & Roses can create a new front desk in the former tasting room. This reconfiguration offers two important benefits – reducing the rent, and increasing exposure to hotel guests, a key target demographic.

“Every person entering the Wine & Roses property will see our beautiful tasting room and visitor center as they check into their rooms or for events” says Executive Director Mark Chandler. “Not only are we being fiscally responsible, we are expanding our market outreach at no cost.”

The changes are in the planning stages now, and will be completed in January, typically a slow time for both the hotel and the visitor center. The lease extension expires in 2018, however the commission has a six month out clause should the need arise.



LODI WINE WEEKEND 2008

THE FIRST SIP LODI WINE WEEKEND

November 8-9, 2008 • 11am – 4pm daily • www.firstsiplodi.com

Join us for the 2nd annual First Sip: Lodi Wine Weekend on November 8 and 9. Meander from winery to winery to experience the delicious, handcrafted wines produced throughout Lodi Wine Country. Interact with winemakers as they unveil their 2008 wines through educational activities, barrel samples, blending seminars and food pairings.

About forty Lodi wineries are poised to make this pre-holiday event memorable and enjoyable for all!

Tickets are good both days and are \$35 in advance and \$45 the days of the event at all participating wineries. Price includes a commemorative wine glass and entry into all First Sip festivities. There is no charge for designated drivers. For ticket information visit www.firstsiplodi.com or call the Lodi Wine and Visitor Center at 877-367-4757.