



Russian River Valley Winegrowers Winery Benefits

THE MISSION OF RUSSIAN RIVER VALLEY WINEGROWERS

The Russian River Valley Winegrowers (RRVW) is a community of farmers and winemakers promoting the exceptional grapes and world-renowned wines reflective of the diversity within the Russian River Valley AVA.

We are multi-generational stewards of our land and natural resources, continuously innovating sustainable practices for the future in our premier region known for its distinctive Pinot Noir, Chardonnay, and other grape varieties.

Competition with other wine regions has increased significantly over the last several years, especially with our most highly valued varietal, Pinot Noir. How do we keep Russian River Valley at the forefront? Through the support of members, growers and wineries, we can continue to promote Russian River Valley as the premiere winegrowing region to trade, media and consumers on a local, national, and international scale. Without these marketing efforts Russian River Valley would not be household name that it is.

Other wine regions covet our market position, particularly for Pinot Noir and Chardonnay. Let's protect it and let's grow it!

Membership dues are based on tons of Russian River Valley fruit CRUSHED in the most recent harvest. If you produce wine from multiple appellations, you only need to include the tonnage crushed from Russian River Valley fruit.

0-5 Tons	\$400
6-25 Tons	\$500
26-100 Tons	\$750
101-250 Tons	\$1500
251-500 Tons	\$2500
501+ Tons	\$4000

If you are a grower and winery within Russian River Valley, we encourage you to join as a dual member for an additional \$100 annual fee. Membership is billed annually and valid for one calendar year.





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Membership Benefits

- Participation opportunities in any Russian River Valley events such as the Russian River Valley Paulée, Pinot Forum on the Road, and the Russian River Valley X Secret Supper Dinner Series
- Participation opportunity in partnership events such as Gay Wine Weekend
- Complimentary participation in the Russian River Valley Technical Symposium for winemakers, cellar teams, vineyard managers, and vineyard owners
- Participation throughout the year with visiting international trade groups through collaborations with Sonoma County Vintners and California Wine Institute
- Participation opportunity with Pinot Forum, a trade event hosted annually in July of each year that brings in up to 60 sommeliers and wine buyers from across the nation
- Media opportunities throughout the year, including, but not limited to, journalist hosting, participation in familiarization tours, co-op advertising, and critic tastings
- Access to educational resources, networking opportunities with other like-minded industry professionals, and workshops throughout the year
- Invitation for key family and team members of your winery to join the annual Harvest BBQ, held in October of each year as a celebration of harvest for the Russian River Valley community
- Stay knowledgeable about regulatory practices, drought-related information, and pest management through the RRVW partnership with Sonoma County Farm Bureau
- Discounted tickets to any consumer events organized by Russian River Valley Winegrowers
- Display the iconic Russian River Valley Winegrowers vineyard sign on your property
- Option to lease arrows on directional signs throughout RRV to encourage traffic to your tasting room
- Option for a principal representative of your vineyard to run for any open Board of Directors seats or participate in committees (committees currently include Marketing + PR, Events, and Grants)
- Inclusion in DTC Networking Group meetings
- Engagement opportunities year-round through social media channels including Instagram, Facebook, and LinkedIn
- Listing of events on Russian River Valley Winegrowers Instagram (@rrvwinegrowers) Link in Bio
- Business listing the Winery section of RussianRiverValley.org



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