

2023 Annual Report





Table of Contents

Mission Statement.....	3
Officers, Board of Directors, & Team.....	4
President’s Message & Executive Director’s Note.....	7
Marketing + PR.....	13
Events	17
Financial Report	27
Membership Report	30
Sponsorship Recognition.....	34
A Look to 2024	36



Mission Statement

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.



Officers, Board of Directors, & Team

President

Jake Martini, Taft Street Winery
2030 Barlow Lane
Sebastopol, CA 95472
Winery, 2nd Term: 2022-2024
jake@taftstreetwinery.com

1st Vice President

Mari Jones, Emeritus Vineyards
2500 Gravenstein Hwy N
Sebastopol, CA
Grower, 1st Term: 2022-2024
mari@emeritusvineyards.com

2nd Vice President

Currently Vacant

Treasurer

Michelle Muth Ausburn, BPM LLP
110 Stony Point Road, #210
Santa Rosa, CA 95401
At-Large, 2nd Term: 2021-2023
mausburn@bpmcpa.com

Secretary

Diane DiRoma, Ron Rubin Winery
5220 Ross Road
Sebastopol, CA 95472
Winery, 1st Term: 2021-2023
diane@ronrubinwinery.com

Directors

Nick Frey, Balletto Vineyards
5700 Occidental Road
Santa Rosa, CA 95401
At-Large, Legacy, 1st Term: 2022-2024
nick@ballettovineyards.com

Ryan Kunde, DRNK Wines
3637 Frei Road
Sebastopol, CA 95472
Winery, 1st Term: 2021-2023
ryan@drnkwiners.com

Erica Odden, Rodney Strong Vineyards
11455 Old Redwood Hwy
Healdsburg, CA 95448
Grower, 1st Term: 2022-2024
eodden@rodneystrong.com

Geoffrey Thompson, Notre Vue Estate
11010 Estate Lane
Windsor, CA 95492
Grower, 1st Term: 2022-2024
geoffrey@notrevueestate.com

Cristina Torres, Marimar Estate Vineyards & Winery
11400 Graton Road
Sebastopol, CA 95472
Winery, 1st Term: 2022-2024
cmt@marimaresta.com

Nick Wolfe, Silicon Valley Bank
3700 Old Redwood Hwy.
Santa Rosa, CA 95403
At-Large, 1st Term-APPOINTED 2023
nwolfe@svb.com

Legacy Seat

Nick Frey, Balletto Vineyards
5700 Occidental Road
Santa Rosa, CA 95401
At-Large, Legacy Seat: 2022-2024
nick@ballettovineyards.com

Executive Director

Jesslyn Jackson
47 La Cresta Drive
Petaluma, Ca 94952
jesslyn@rrvw.org

Russian River Valley Winegrowers

P.O. Box 16
Fulton, CA 95439-0016
Phone: 707.360.2907
info@rrvw.org
russianrivervalley.org

Former Presidents of Russian River Valley Winegrowers

Clark Lystra, Betty Ann Vineyard

4721 Hall Road
Santa Rosa, CA 95401
Grower, 2nd Term: 2021-2023
crlystra@aol.com

Mike Sullivan, Benovia Winery

3339 Hartman Road
Santa Rosa, CA 95401
mike@benoviawinery.com

Chris Crispo, Bush Crispo Vineyards

2617 Woolsey Road
Windsor, CA 95492
bushcrispovineyards@live.com

Gio Balistreri, Russian River Vineyards

PO BOX 920
Forestville, CA 95436
gio@russianrivervineyards.com

Clay Gantz, Gantz Family Vineyards

1700 Laguna Road
Santa Rosa, CA 95401
clay@gantzfamilyvineyards.com

Rod Berglund, Joseph Swan Vineyards

2916 Laguna Road
Forestville, CA 95436
rod@swanwinery.com

Chris Donatiello, C. Donatiello Winery

4053 Harlan St. #311
Emeryville, CA 94608
christopher.donatiello@gmail.com

Randy Luginbill, Silverado Sonoma Vineyards, LLC

855 Bordeaux Way, Suite 100
Napa, CA 94558
randy@swgnapa.com

John Holdredge, Holdredge Wines

712 University Street
Healdsburg, CA 95448
jholdredge@gearylawn.com

Nick Leras, Nick Leras Vineyards

2051 Laughlin Road
Windsor, CA 95492
abovethevineyards@gmail.net

Steve Dutton, Dutton Brothers Farming & Dutton Ranch

P.O. Box 48
Graton, CA 95444
steve@duttonranch.com

Valerie Wathen, Dutton-Goldfield Winery

3100 Gravenstein Hwy N
Sebastopol, CA 95472
valerie@duttongoldfield.com

Bob Cabral, Bob Cabral Wines

P. O. Box 1389
Healdsburg, CA 95448
bob@bobcabralwines.com

Merry Edwards, Merry Edwards Wines

2959 Gravenstein Hwy
Sebastopol, CA 95472
merry@merryedwards.com

Ellen Mack, Russian Hill Estate Winery

4525 Slusser Road
Windsor, CA 95492
ellen@russianhillwinery.com

Kirk Lokka, Emeritus Vineyards

2597 Gravenstein Hwy N
Sebastopol, CA 95472
kirk@goldridgepinot.com

Hector Bedolla, Crop Production Services

837 March Avenue
Healdsburg, CA 95448
zinwine1@sonic.net

Lee Martinelli, Jr. Martinelli Farms, Inc.

Warren Dutton, Dutton Ranch

**Saralee McClelland Kunde,
Richard's Grove & Saralee's Vineyard**





President's Message & Executive Director's Note

President's Message

I'd like to give special thanks to our out-going board members: Past President, Clark Lystra, Treasurer Michelle Muth Ausburn, Diane DiRoma, and Ryan Kunde. It was a pleasure working with you and thank you for your support and dedication these last few years. I'd also like to welcome our new board members for 2024: Tim Allen, Tessa Gorsuch, Leslie Renaud, and Cristopher Strieter.

2023 was a celebration of our 40 years as an AVA and highlights the people and legacy of the Russian River Valley. I look forward to continuing our efforts to showcase the people, the legacy, and the land in harvests to come.


In 2024, we are excited to build upon our work these previous few years. Director Jesslyn Jackson continues to bring new ideas and energy to our organization, including a redesigned Paulée consumer weekend in August. The Russian River Valley Winegrowers remains strong, and our community is tight knit. The Board of Directors and I are committed to serving our growers and winery partners, actively engaging consumers, trade representatives, and the media throughout the year in celebration of the AVA.

As always, I welcome your thoughts and feedback, so please don't hesitate to reach out. Thank you for your continued support.

Jake Martini, Taft Street Winery

President

Russian River Valley Winegrowers

A man wearing a blue baseball cap and a black t-shirt is looking into a large, circular metal barrel. The barrel is filled with dark grapes. The man is smiling and looking down at the grapes. The barrel is part of a larger piece of equipment, possibly a winery press or fermenter.

"We not only grow world class grapes and make world class wines, but we have world class people. It's the people that make this place special."

Executive Director's Letter

This year marked a memorable milestone in the Russian River Valley Winegrowers community as we celebrated our 40th anniversary of the AVA. As the events and marketing landscape of the wine industry continues to change drastically because of the pandemic, we decided to take a brief pause on our consumer marketing ventures and focus our attention inwardly on our membership. We wanted to celebrate the past, present and future of the place we all call 'home.' We directed our efforts to a robust marketing plan to commemorate the anniversary of our AVA through a direct-to-consumer promotional initiative that highlighted member properties by their founding year, fondly referred to as "Decades of Russian River Valley." With the assistance of our Public Relations firm, we pushed this DTC offer to various media sources and solidified two spectacular highlights through advertorial and digital coverage in San Francisco Magazine in September. The celebration culminated in an expanded BBQ honoring our founding board of directors at Balletto Vineyards in October, where we hosted both current and former members, as well as local media and sponsors, boasting an attendance of over 200 people.

To continue to have a presence with trade and consumer audiences, we partnered with several event groups and organizations. We had a Russian River Valley activation at both Passion4Pinot in Palm Springs in January, as well as a master class highlighting library vintages at World of Pinot Noir. We continued to support the Pinot Forum trade program, and participated at Taste of Sonoma.

I welcomed an addition of a baby boy to my own family in February 2023. This significant milestone in my own life has brought even more personal value to my adopted home of the Russian River Valley, and I am determined to build on the momentum of the last three years to create more national and international recognition of the AVA. I look forward to pursuing additional revenue in 2024 for programming to expand our marketing efforts, and make Russian River Valley top of mind to consumers, trade, and media.

Cheers to a successful 2023 and a fruitful 2024 and beyond!



Jesslyn Jackson

Executive Director, Russian River Valley Winegrowers





Additional RRVW Support

Christine Margetts, Sonoma Ag Art

Christine's passion for wine, and the Russian River Valley originated while employed by two of the most recognized and influential scions of Sonoma County; Saralee McClelland Kunde and Richard Kunde. Saralee was a founding member of the inaugural board of the Russian River Valley Winegrowers and served as the Treasurer for many years. Christine has provided accounting expertise to Saralee and the Winegrower board since 1997. After Saralee's passing in 2014, Christine continued to support the board by providing bookkeeping guidance to the organization.

After Richard's passing, Christine continued in her role as General Manager of Sonoma Ag Art, which owns Catie's Corner and Coffey Lane Vineyards. Additionally, she provides accounting support to Sonoma County non-profit agricultural-related companies, as well as serving on the board of the Russian River Valley Winegrowers Foundation and Sonoma County Fair Foundation.

Christine Margetts

1998 Jones Road

Windsor, CA 95492

707.837.9200

Christine@SonomaAgArt.com

As of January 2024, Christine will be leaving her position as bookkeeper for Russian River Valley Winegrowers after 26+ years. The organization would not be where it is today without her support, and we sincerely thank her for her work since almost the start of the organization.

Additional RRVW Support

Amy Tesconi, Project Manager and Marketing Consultant, Tesconi Marketing

Russian River Valley Winegrowers has enjoyed working with Amy Tesconi, an independent marketer, since the start of her freelancing venture, Tesconi Marketing, in 2021. Amy has assisted in redesigning many of the Russian River Valley collateral assets, particularly for the Neighborhoods initiative. She also will be the project manager lead for most of the Marketing + PR efforts for 2023 during the Executive Director's leave. Amy has an extensive wine industry background:

- BA Communications, 2005 San Diego State University / MBA 2009 Cal Poly San Luis Obispo
- Started wine career in 2009 in Paso Robles and has held marketing positions at well-known wineries to include Justin, Benziger Family Winery, Mumm Napa, and Kenwood Vineyards
- Former Director of Marketing and PR for Sonoma County Winegrowers 2017-2021
- Wine marketing consultant, strategist and project manager
- Adjunct instructor for SRJC DTC Wine Marketing Course

Amy Tesconi

amytlesconi@gmail.com



Additional RRVW Support

Toby Silver, Digital Communications, Marketing, Community Builder, Coach & Educator

Russian River Valley Winegrowers was excited to bring on Toby Silver, a digital content creator, in 2023 to manage all aspects of the RRVW social media channels including Instagram and Facebook, with plans to increase RRVW's visibility on the LinkedIn platform in 2024. Toby also has assisted with some of the backend of the russianrivervalley.org website, as well as adjustments to the email campaigns all members receive. Toby spearheaded the 2023 harvest takeover of the RRVW Instagram profile over six weeks with various members.

Toby has forged a dynamic career across diverse industries, including food and beverage, consumer goods, advertising and media, and higher education. Besides RRVW, he currently works with Tasting Route 116 as well as Taft Street Winery.

Toby's passion for wine extends beyond his professional endeavors. Raised in a farming community with a family history in agriculture, he deeply values the dedication of Russian River Valley winemakers and growers. This connection fuels his commitment to supporting and promoting the exceptional wines of the region.

Skills

- Community Partnership Development
- Wine Tourism
- Social Media
- Content Creation
- Community Engagement
- Direct-to-Consumer Marketing
- Digital Marketing

Toby Silver

415.939.0450

social@rrvw.org





Marketing + PR



We aim to create new assets and continue to tell the stories of our land and our people developing intriguing hooks, seminars, and other content that can be used for years to come.

RUSSIAN RIVER VALLEY WINEGROWERS

Marketing + PR Briefing

Mari Jones, Emeritus Vineyards Marketing + PR Chair

Our marketing and PR efforts have been expanding and diversifying. In 2023 we celebrated our 40th anniversary as an AVA and wove that messaging into everything we did. We had top local media attend the 40th Anniversary Celebration BBQ in October, and the feedback was overwhelmingly positive as they re-discovered everything that Russian River Valley has to offer. We also highlighted 40th anniversary offers from our member wineries on our website from April-October which were featured in a partnership article with San Francisco Magazine.

In 2023 we built an on-going partnership with Somm Journal and Tasting Panel magazines. This partnership for Pinot Forum includes advertising for the event as well as a large write up of the event with beautiful pictures. As part of this partnership we had a six-part neighborhood series in Somm Journal throughout 2023 featuring over 20 vineyards, 24 wines, and 20 wineries.

We also have an on-going Russian River Valley series in Tasting Panel highlighting our people, vineyards, and wines along with very high scores. This partnership has proven to be incredibly valuable, and we look forward to hosting them for Pinot Forum in 2024. In 2023 we doubled down on our message of diversity with a 'Beyond Pinot' sample shipment to top media and influencers around the country.

In 2024 we will continue to build on the partnerships we have cultivated.

2023 Marketing + PR Activities

April-May

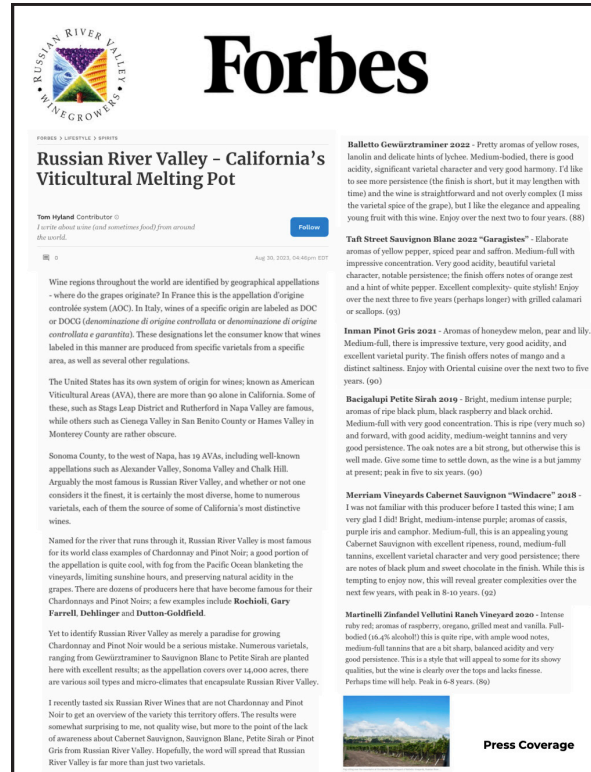
'Beyond Pinot' Media Mailing

- Two different 'six-packs' were sent out to targeted media: one set for traditional wine reviewers and journalists, and the other set to influencers

April-October

In celebration and recognition of the Russian River Valley's 40th Anniversary, Russian River Valley Winegrowers invested in public relations support from Studio 707 to create a robust campaign to drive consumer traffic to the area. The campaign included:

- Direct-to-consumer offerings on Russianrivervalley.org from April-October
- Feature in San Francisco Magazine in September highlighting the DTC offerings
- Dedicated email blast featuring the 40th Anniversary offers to San Francisco Magazine's mailing list of 23k+ subscribers
- Highlighted offerings on RRVW social media channels from August-October
- Media invitation to the 40th Anniversary Celebration BBQ



2023 Marketing + PR Activities

September-October

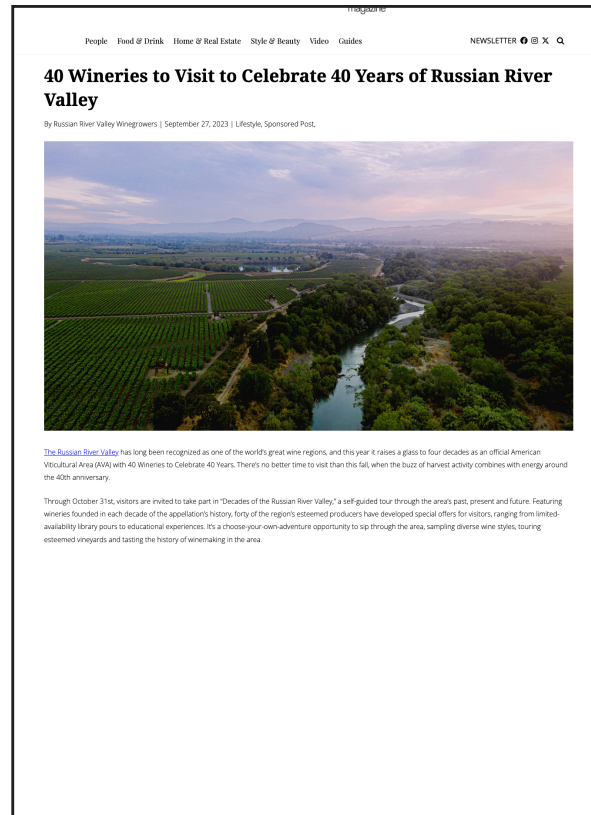
2023 Harvest 'Takeover' of RRVWingrowers Instagram by six members over a six-week period to provide updates of the current vintage

- Week 1: Harvest-Domaine de la Riverie
- Week 2: Sorting and Destemming-DuMOL
- Week 3: Cold Fermentation and Cap Management-Inman Family Wines
- Week 4: Pressing-Balletto Vineyards
- Week 5: Varietals-Martinelli Winery & Vineyards
- Week 6: Celebration and Reflection-Taft Street Winery

November-December


2023 40 Years of Gratitude in the Russian River Valley



- Week 1: Emeritus Vineyards
- Week 2: Deloach Vineyards
- Week 3: Rochioli Winery
- Week 4: Russian River Vineyards
- Week 5: Bricoleur Vineyards
- Week 6: Bush Crispo Vineyards



San Francisco
magazine

SPECIAL PROMOTION





**Celebrate 40 Years
of Russian River Valley**

The Russian River Valley has long been recognized as one of the world's great wine regions, and this year it raises a glass to four decades as an official American Viticultural Area (AVA) with 40 Wineries to Celebrate 40 Years. There's no better time to visit than this fall, when the buzz of harvest activity combines with energy around the 40th anniversary.

From now through October 31st, visitors are invited to take part in "Decades of the Russian River Valley," a self-guided tour through the area's past, present and future. Featuring wineries founded in each decade of the appellation's history, forty of the region's esteemed producers have developed special offers for visitors, ranging from limited-availability library pours to educational experiences. It's a choose-your-own-adventure opportunity to sip through the area, sampling diverse wine styles, touring esteemed vineyards and tasting the history of winemaking in the area.

Prior reservations are required either through each winery's website or by contacting them via phone. Be sure to mention the winery's 40th anniversary offer when booking. To see the specific details and offers from each winery, please click the link below.



Events



Events

Erica Odden, Events Committee Chair

The Russian River Valley Winegrowers Events committee was reinstated in 2023 and is led by Jesslyn with support from Erica Odden, RRVW Board member. The committee's goal is to craft an events plan for 2024 that delivers a more elevated experience that reaches new consumers and supports our RRVW membership. The committee is focused on reaching consumers, media and membership with key events that are important to building revenue and funding to support RRVW. With both grower and winery members on the committee, the primary focus is on the Russian River Valley weekend event for 2024 along other ancillary, member-facing events throughout the year. This committee is designed to build events that exemplify the Russian River Valley Winegrowers membership and bring value and community engagement for everyone.

Plans for Russian River Valley Wine Weekend 2024

- Three days of events and promotions to drive consumers to our member properties
- Combining elements of previous Russian River Valley events such as Grape to Glass and the Paulée, the weekend will encompass the heart and spirit of Russian River Valley
- Marketing to a new consumer audience
- Ways for both growers and wineries to be involved
- Multiple sponsorship opportunities for the Opening Night Party and the Lunch Series

In honor of the 10th Anniversary of the Russian River Valley Paulée, RRVW will partner with Secret Supper, food & wine experiential team that creates unique dining experiences internationally. In the tradition of Secret Supper events, the location of the dinner will remain a secret until 24 hours prior to the event.

secret supper





Russian River Valley 40th Anniversary BBQ at Balletto Vineyards



American
AgCredit

Your future grows here

Presented by American AgCredit

- Recognized founding board of directors for their contribution to the association
- Invited former and current members to attend with a final guest count of over 200 people
- Wine pouring stations organized by decades
- Raised upwards of \$17K in sponsorship and partnerships to support the event
- Food Drive for Redwood Empire Food Bank
- In honor of the Founding Board of Directors, Russian River Valley Winegrowers raised over \$1100 for Ceres Community Project
- The BBQ was catered by Bianchi Catering and featured a live music performance by Neon Lotus



American
AgCredit

Your future grows here

Host



Glassware Sponsor



Commemorative Tote Bag Sponsor



Decade Sponsors



Wonderful nurseries™

Our Sponsors

40th Anniversary BBQ Celebration

Founding Board of Directors Recognized at the 40th Anniversary BBQ Celebration

- Rod Berglund, Joseph Swan Vineyards
- Don Brown, Santa Rosa Junior College
- Warren Dutton, Dutton Ranch
- Anne Giere, Sapphire Hill Vineyard
- Saralee McClelland Kunde, Richard's Grove & Saralee's Vineyard
- Kirk Lokka, Sonoma Cutrer Vineyard & Winery
- Paul Novak, Jackson Family Wines
- Leanne Cameron Reuter, Cameron & Cameron Vineyard Supplies
- Kristin Thigpen, DeLoach Winery







RUSSIAN RIVER VALLEY WINEGROWERS



Pinot Forum 2023

Pinot Forum is an annual trade-focused event hosted in the Russian River Valley where distinguished Pinot Noir producing wineries collectively host over 50 top wine buyers and sommeliers from across the country, to share an insider's view of the region and explore key trends of the variety through education, networking, and tastings.



July 9-11, 2023

- 60 Sommeliers and Wine Buyers from across the U.S
- Wanda Mann of The Somm Journal attended to provide a recap of the 2023 program, along with editor-in-chief and publisher, Meridith May
- 33 Participating RRVW Member Wineries
- 2 immersive days of programming including:
 - Neighborhoods master class at Emeritus Vineyards led by Evan Goldstein
 - Grand Dinner at Gary Farrell Winery
 - Small Group Discussion at Balletto Vineyards
 - A marketplace tasting at Sonoma-Cutrer Vineyards
 - The Bacchanalia at La Crema Saralee's Vineyard

Exclusive Media Partnership for Pinot Forum 2023 with THE **SOMM** JOURNAL

Pinot Forum, Presented by Russian River Valley Winegrowers, secured a media exclusive partnership for the 2023 program (July 9-11) with The Somm Journal and sister publication, The Tasting Panel. This partnership includes:

- Key advertisements to promote the program to interested trade
- Critic/Wine Scoring Reviews for participants of Pinot Forum
- Coverage of the 2022 program in the December 2022 issue; Coverage of the 2023 program in the December 2023 issue
- A six-part series featuring The Neighborhoods of Russian River Valley in all issues from December 2022-December 2023



*The Somm Journal Coverage of
2023 Pinot Forum by Wanda Mann*



PINOT FORUM
RUSSIAN RIVER VALLEY
SONOMA COUNTY, CALIFORNIA

Exclusive Media Partnership for Pinot Forum 2023 with THE **SOMM** JOURNAL

THE neighborhood SERIES

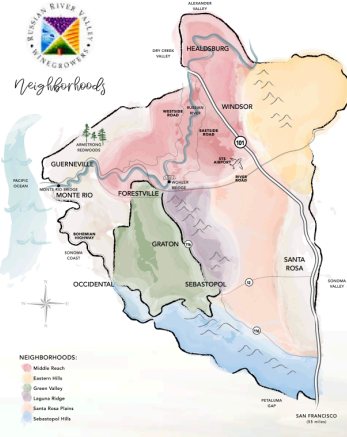
Bright Spot

A LOOK AT THE RUSSIAN RIVER VALLEY'S SANTA ROSA PLAINS NEIGHBORHOOD
by Virginie Boone

WINE IS THE BEVERAGE most linked to a sense of place, provenance matters greatly to the end product. For a large AVA like the Russian River Valley (RRV), it can be tricky to convey all the nuances and complexities of the terroir with just one designation.

That challenge is what led to the growers and winemakers of the RRV to undertake an experiment in 2015 called the Neighborhoods Initiative. While they knew instinctively about the differences in soil, climate, and elevation within the RRV, they aimed to approach the process of delineating its subregions with scientific rigor. Working with Dr. Roger Boulton, a professor of viticulture and enology at the University of California, Davis, they helped identify a set of elemental fingerprints corresponding to the wines from each of these unique pockets of the larger AVA, which led to their designations as neighborhoods—six in all.

Among them is the Santa Rosa Plains, an area east of the center of the RRV that's composed of upland foothills and low valleys. It extends west of Santa Rosa, north of Cotati, and south of Windsor and is bordered on the west by the city of Sebastopol. It's at the heart of the Laguna de Santa Rosa watershed, a vast oak savannah grassland with vernal pools and swales that fill with water in winter. The Laguna itself flows northward and empties into the Russian River. Many of the



One of Davis Bynum's sources for Pinot Noir is the 132-acre Jane's Vineyard in the Santa Rosa Plains.

72 | THE SOMM JOURNAL | APRIL/MAY 2023

The Somm Journal
Neighborhood Series, Laguna
Ridge feature by Virginie Boone

Publisher's **PICKS Extra**

Unique Fingerprints: Part Three

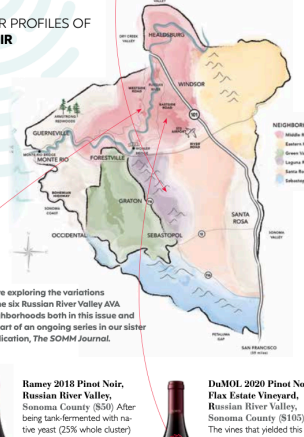
IDENTIFYING THE DISTINCT FLAVOR PROFILES OF
RUSSIAN RIVER VALLEY PINOT NOIR

The Tasting Panel and our sister publication, *The SOMM Journal*, continue to explore the appellation that has set a standard for Pinot Noir in California and, perhaps, in the entire New World: the Russian River Valley. This northern Sonoma County AVA comprises about 14,000 acres of vines and 70 wineries in six unique "neighborhoods" across a 15-mile stretch: Middle Reach, Santa Rosa Plains, Laguna Ridge, Green Valley, Sebastopol Hills, and Eastern Hills. A 2019 study by Dr. Roger Boulton, a professor of viticulture and enology at the University of California, Davis, yielded "the most compelling scientific evidence that I have seen in my 40-year academic career" in the researcher's words, that the Pinot Noir from each neighborhood has its own unique elemental composition, which he referred to as a "fingerprint." Read on for the next installment of reviews featuring some of the region's most outstanding cool-climate Pinot Noirs.

Trione 2018 River Road Ranch Pinot Noir, Russian River Valley, Sonoma County (\$44). Best described as a most expressive red from the Middle Reach neighborhood, this wine is like a graceful dancer in a dramatic scene, performing atop a bed of roses and prouetting to ginger and best before taking a bow with cranberry. On the midplate, earthy mushroom takes a stand with a hint of saffron and white pepper. 93

Ramey 2018 Pinot Noir, Russian River Valley, Sonoma County (\$56). After being tank-fermented with native yeast (25% whole cluster) and undergoing secondary malolactic fermentation in barrel, this wine ages sur lie for 13 months in (39% new) French barrels with monthly batonnage. Bright, high-toned cranberry melds with red-tea tannins and kola nut before rose petal and earth forge a path to a cherry-jam finish. 92

DaMoli 2020 Pinot Noir, Flax Estate Vineyard, Russian River Valley, Sonoma County (\$185). The vines that yielded this wine are deeply rooted in the dark-red soils of Middle Reach, the Russian River Valley's northernmost neighborhood, imparting aromas of sage, strawberry and rhubarb pie as well as notes of iron. Black-cherry preserves create flavorful and textural bliss, with garden herbs, espresso, and anise adding to the creamy mouthfeel. White pepper and cardamom reach a crescendo on the woody finish. 97



66 | THE TASTING PANEL - MARCH/APRIL 2023

Tasting Panel Wine Reviews,
Part 3 of 4



RUSSIAN RIVER VALLEY PINOT FORUM



SAVE THE DATE:
July 14th - 16th, 2024
APPLICATIONS OPEN FEBRUARY 1ST, 2024
@PINOTFORUM #PINOTFORUM PINOTFORUM.COM



Advertisement in December
2023 issue promoting
the 2024 program



Financial Report

A portrait of Michelle Muth Ausburn, the RRVW Treasurer. She is a woman with long, wavy blonde hair, smiling at the camera. She is wearing a brown leather jacket over a black top. The background is a blurred green, suggesting an outdoor setting with trees.

Financial Highlights of 2023

Prepared by RRVW Treasurer, Michelle Muth Ausburn

Revenues

Total revenues were \$189,000, exceeding budget of \$180,000 by \$9,000. The variance is primarily related to unfavorable variances in Grower and Winery Membership dues of \$8,000 offset by favorable variances in Community Partnership/Sponsorship dues of \$15,000. Grower and Winery Membership dues totaled \$131,000, short of budget of \$139,000 by \$8,000. Community Partnership/Sponsorship dues were \$41,000 and exceeded budget of \$27,000 by \$14,000.

Expenses

Actual expenses were \$237,000, over budget of \$196,000 by \$30,000 primarily due to professional fees for additional contract labor, member BBQ (\$19,000) offset by a favorable variance in employee expenses of \$17,000.

Net Loss

Actual net loss is at \$30,031, an unfavorable variance of \$14,031 compared to budgeted net loss of \$16,000.

Cash

Cash Bank balances totaled \$199,014 as of December 31, 2023.

2023 Profit and Loss

January - December 2023

Income	Total
Membership Dues	130,400
Sponsorship	41,490
RRVW Signs	1,054
Marketing Opportunities	11,805
Member Engagement	949
Contributions	20,645
Misc. Other Income	708
Gross Profit	207,051
Expenses	
Public Relations, Marketing, Advertising	18,001
Marketing Opportunity Expenses	39,661
Member Engagement Expenses	28,874
Consumer Event Expenses	3,000
Employee Expenses	94,280
Professional Fees	32,298
Admin Expenses	15,044
Development	713
Signs	764
Donations	1,050
Office & Storage Expense	2,316
Bad debt	1,083
Total Expenses	237,083
Net Income	(30,032)

5-Year Trends

Net Income (Loss)

Year	Net Income
2017	(\$26,607)
2018	\$23,167
2019	\$18,350
2020	\$52,477
2021	(\$60,492)
2022	(\$44,128)
2023	(\$30,031)

Cash Balance

Year	Net Income
2017	\$258,233
2018	\$284,921
2019	\$327,918
2020	\$360,947
2021	\$267,258
2022	\$245,595
2023	\$199,014



Membership Report

Member Events in 2023

PASSION4PINOT™ Palm Springs



January 27, 2023

Russian River Valley 40th Anniversary Dinner at Mission Hills Country Club in Rancho Mirage as part of Passion4Pinot

- Six wineries participated: Davis Bynum, Domaine Della, Bricoleur Vineyards, MacRostie Winery & Vineyards, Joseph Jewell Wines, Gary Farrell Winery & Vineyards



February 21, 2023

Sonoma County Pruning Contest

- Hosted at Ferrari-Carano
- All RRVW vineyard employees invited to sign-up
- RRVW helped facilitate sponsorship to host the event as well as donated to the event



March 2, 2023

Past, Present & Future Master Class at World of Pinot Noir in Santa Barbara

- The thematic is “Past, Present, & Future” with a mix of older vintages, current releases, and barrel samples. Each of the four panelists featured two wines, and the rest of the featured wines were pulled from other members of our association.
- Panelists included: Lydia Cummins of Ramey Wine Cellars, James Hall of Patz & Hall, Kirk Lokka of Emeritus Vineyards and Greg Morthole of Davis Bynum



Member Events in 2023

March 7, 2023

Grower Workshop at American AgCredit

- 8:30am-11:30am; 27 members in attendance
- Breakfast sponsored by Casa Cristal Nursery followed by three speakers:
 - Gino Camozzi and Riggs Lokka, Agrology, Present: Using Data to Beat Climate Change and Sequester Carbon
 - American Ag Credit Presents: Land Pricing in the Russian River Valley
 - Jeremy Little, Attorney, Carl, Mackie, Power and Ross Presents: Grower Contracts, Land Use and Legal Issues in Agriculture

June 14, 2023

2023 Harvest Projections Workshop at Martin Ray Winery & Vineyards

- 8:30am-11:30am; 15 members in attendance
- Breakfast sponsored by Exchange Bank followed by three speakers:
 - Tyler Rodrigue of Atlas Vineyard Management, 'Vineyard and Growth Trends Across Russian River Valley'
 - Tim Allen of The Allen Group, 'Best Accounting Practices for Small and Midsize Vineyards & Wineries'
 - Marc Cuneo of Turrentine Brokerage, 'Navigating the Grape Marketplace for 2023'

June 24, 2023

Taste of Sonoma

- Participation in the Grand Tasting and VIP Club Reserve



July 14, 2023

Presenting Sponsor of Opening Night Reception of Gay Wine Weekend at Vintner's Inn in Santa Rosa

- Over 150 VIP guests in attendance
- 19 RRVW wineries participated



July 18, 2023

CPR Training

- Two sessions offered
- 40 members in registered
- Subsidized by RRVW through a partnership with the Republic of Tea and offered at a lower cost for members

November 7 & November 9

Global Buyer's Marketplace Activities in partnership with California Wine Institute and Sonoma County Vintners

December 12, 2023

Annual Meeting & Holiday Party

- Held at Paradise Ridge Winery in Santa Rosa from 4:00pm-6:00pm.
- A welcome and a discussion of the EOY financial forecast was discussed by the Board President (Jake Martini), and highlights from 2023 and plans for 2024 were discussed by Executive Director (Jesslyn Jackson).
- Small charcuterie bites were provided by Sonoma Savory.

Grower Members

Alegría Vineyards
Allen Family Vineyards
Ancient Oak Cellars
Bacigalupi Vineyards
Baekgaard Family Farm
Balletto Vineyards
Bell Summe Vineyard
Benovia Winery
Betty Ann Vineyard
Bricoleur Vineyards
Bush Crispo Vineyards
Calegari Vineyard
California Wineries & Vineyards
Campana Ranch Winery
Cartograph
Cole Creek Vineyard
Copain Wines
Copper Six
Cornerstone Certified Vineyard
D & L Carinalli Vineyards
DNA Vineyards
Domaine de la Riviere
Dow Vineyard
Emeritus Vineyards
Enriquez Estate Wines
Ewald Vineyard
Flora Vina
Four Palms Farm
Furthermore Wines
Gantz Family Vineyard
Great Oak Vineyards
Hoeschler Vineyards
HoppeKelly Vineyards
Inman Family Wines
Iron Horse Ranch & Vineyards
Jonive
Julia's Vineyards
Kanzler Vineyards
Kasim Family Vineyard
Kobler Family Vineyards

Korbel Champagne Cellars
Lafranchi Vineyards
Landmark Vineyards
Lennox Vineyards
Limerick Lane Cellars
MacRostie Winery & Vineyards
Mariola Ridge Vineyards
Martin Ray Vineyards & Winery
Martinelli Winery
Merriam Vineyards
Merry Edwards Winery
Moore Vineyard
Moshin Vineyard
Notre Vue Winery & Vineyard
Nunes Vineyard
Paradise Ridge Winery
Ponzo Vineyards
Porte Cochere
Redwood Lane Vineyards
Reis Family Vineyard
Riddle Vineyard
Rinkor Estate Vineyard
River Road Vineyards
Rochioli Winery
Rodney Strong Wine Estates
Ross Ridge Vineyards
Ruxton Vineyard
Sonoma Ag Art
Sonoma Cutrer Vineyards
Soracco Family Vineyards
Square Peg
Starr Lake Vineyards
The Dalya Estate
Trenton View Vineyard
Vino Farms
Viszlay Vineyards
Williams Selyem Winery
Worner Family Vines

Winery Members

ACORN Winery
Ancient Oak Cellars
Bacigalupi Vineyards
Balletto Vineyards
Benovia Winery
Bob Cabral Wines
Bricoleur Vineyards
Campana Ranch Winery
Carlisle Winery
Cartograph
Char Vale Vineyards
Copain Wines
Copper Six
D & L Carinalli Vineyards
DeLoach Vineyards
Domaine de la Riviere
Domaine Della
Dot Wines
DRNK Wines
DuMOL
Emeritus Vineyards
Enriquez Estate Wines
Freeman Winery
Furthermore Wines
Gamba Vineyards & Winery
Gary Farrell Vineyards & Winery
Hartford Family Winery
Inman Family Wines
Iron Horse Ranch & Vineyards
Jonive
Joseph Jewell Wines
Joseph Swan Vineyards
Kanzler Vineyards
Kobler Family Vineyards
Korbel Champagne Cellars
Kosta Browne
LaCrema
Landmark Vineyards
LANDO Wines
Limerick Lane Cellars
Lynmar Estate

MacRostie Winery & Vineyards
Marimar Estate Vineyards & Winery
MARITANA Vineyards
Martin Ray Vineyards & Winery
Martinelli Winery
Merriam Vineyards
Moret-Brealyynn Wines
Moshin Vineyard
Notre Vue Winery & Vineyard
Paradise Ridge Winery
Patz & Hall
Pellegrini-Olivet Lane
Ramey Wine Cellars
River Road Vineyards
Rochioli Winery
Rodney Strong Wine Estates
Russian River Vineyards
Scherrer Winery
Senses Wines
Siduri Wines
Sonoma Cutrer Vineyards
Square Peg
Taft Street Winery
The Calling
Three Sticks Wines
Tongue Dancer Wines
Trione Vineyards
Twomey Cellars
Viszlay Vineyards
Williams Selyem Winery



Sponsorship Recognition



Supporter of Internal Member Events and Activations

Presenting Sponsor of the 40th Anniversary BBQ

AGROLOGY



Wonderful nurseries™



A Look to 2024

2024 Calendar

Saturday, February 3	Sonoma County Farm Bureau's 34th Greater Sonoma Annual Crab and Wine Fest
Wednesday, February 21	County-Wide Pruning Contest at Ferrari-Carrano
March 1 & 2	World of Pinot Noir in Santa Barbara featuring Women of Russian River Valley Lunch in the Rotunda on Friday, March 1
April 10-16	Russian River Valley Feature Week at Region with industry trivia night for RRVW members
April/May	RRVW Members: Russian River Valley Tech Symposium at Martin Ray Vineyards
Spring 2024	RRVW Members: Agriculture Workshop with Sonoma County Farm Bureau
Saturday, June 22	Taste of Sonoma Sonoma County Vintners
July 11	Love of the Land Sonoma County Farm Bureau
July 14-16	Pinot Forum Presented by Russian River Valley Winegrowers with Exclusive Media Partner, The Somm Journal
July 19-21	Gay Wine Weekend hosted by Out in the Vineyard; Opening Night Reception Sponsored by Russian River Valley Winegrowers
August 2-4	Russian River Valley Wine Weekend
Thursday, October 24	Russian River Valley Winegrowers Annual BBQ at Balletto Vineyards
Wednesday, December 11	RRVW Members: Annual Meeting + Holiday Party