



# Temecula Valley Winegrowers Association

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Nonprofit Mutual Benefit Corporation

Purpose: *To promote the wines and wineries of the  
Temecula Valley*

# Voluntary Membership Organization



## Membership: Classes and Qualifications

Full, Provisional, Associate, Affiliate and Honorary

- Full Winery: owns an actively producing agricultural processing facility used to crush, ferment and process grapes into wine...
  - Provisional Winery: allows two years to comply
  - Full Grower: owns a minimum of 3.75 planted acres
  - Associate Grower: owns less than 3.75 planted acres
  - Affiliate Members: businesses or individuals who support the organization
  - Honorary Members: whose activities have benefitted the organization
-

# Dues Structure



## Full Winery

Annual Dues based upon annual cases sold; billed quarterly as follows:

- 1000-2499 cs \$180
- 2500-4999 cs \$220
- 5000-9999 cs \$330
- 10,000-24,999 cs \$480
- 25,000-49,999 cs \$740
- 50,000-99,999 cs \$1120
- 100,000-149,999 cs \$1680

## Full Grower

- \$250 plus
- 1-20 acres \$4 per
- 21-100 acres \$3 per
- 101 plus acres \$2 per

## Associate Grower

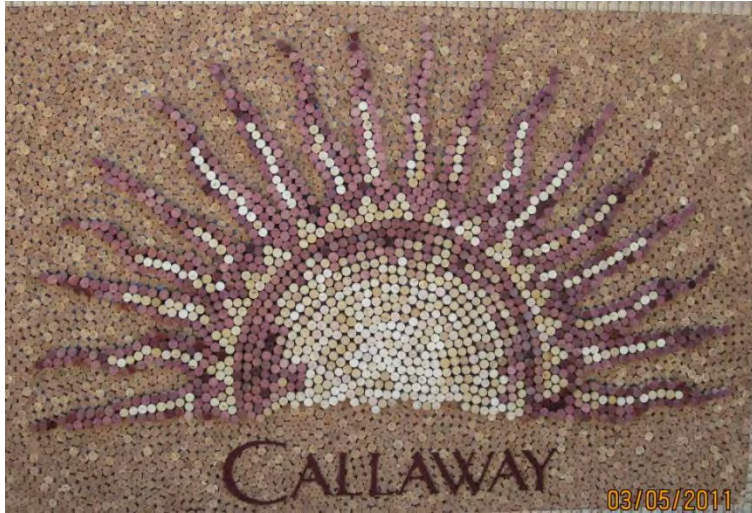
- Annual dues: \$200

## Affiliate

- Gold Membership \$1000
- Silver Membership \$500

# Fundraising Events

## ReCork Program





# Fundraising Events

## Harvest Celebration

### Local Nonprofit Partners



# Fundraising Events

Promotional Partners

Wine Institute/Visit California



**CALIFORNIA WINE MONTH**  
SEPTEMBER 2012

Celebrate all month with  
events in SF, LA and  
throughout California.

[LEARN MORE »](#)



# Fundraising Events

## Promotional Partners

### Lodging and Transportation



**WANNA PLAY?** Looking for more fun stuff to do before and after your day of barrel tasting? Limited tickets available!

**WOW Passport PLUS Thornton Winery Saturday Night Winemaker Dinner**

Join veteran winemaker, David Vergari and winery owner Steve Thornton for an amazing four course dinner Thornton wines.

- \* Amuse Bouche: NV Thornton Blanc de Noirs
- \* Individual Tapas Plate ~ Fennel Salami, Garlic Shrimp Cannellini bean salad, Saffron Aioli: Thornton 201
- \* Slow Braised Boneless Beef Short Ribs, Creamy Soft White Cheddar Polenta and Spring Vegetable Rag
- Syrah Demi-Glace: 2010 Thornton Estate Syrah
- \* Old Fashioned Strawberry Shortcake with a Cherry Caramel Kiss Reduction: A Caramel Cherry Kiss

**WOW Passport PLUS Cougar Winery Sunday Vineyard Stroll and Breakfast**

The fabulous folks at Cougar Winery are offering a behind the scenes "Ground to Glass" vineyard and pro continental breakfast- to WOW your Sunday morning.

- \* Check in time is 8:45
- \* Tour start promptly at 9am
- \* Includes a glass of Cougar bubbly and continental breakfast

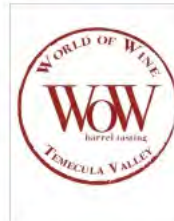
NOTE: The tour will go through the vineyard (weather permitting) and the production facility. Please wear shoes and dress in layers.

**WANNA STAY?** The following hotels are offering lodging packages that include tickets for the World of W following links for package and booking information. If you make your reservations via the phone, please r agent you are inquiring about the World of Wine package.

Inn at Europa Village (Call for package reservations)  
South Coast Winery Resort & Spa  
Temecula Creek Inn

**WANNA RIDE?** The following transportation companies are offering transportation packages that include Wine event. Click on the following links for package and booking information.

Executive VIP Shuttle  
Grapeline Wine Tours  
Sunset Limousines



### WORLD OF WINE PACKAGE

**It's WoW time again!** That's when the wineries of the Temecula Valley open their cellar doors for guests to enjoy a bevy of wines at our annual two day barrel tasting event.

You'll enjoy a self-guided wine country tour that will take you to 30+ wineries, each of whom will be offering varietal wines from barrel, tank or bottle. The wines will be paired with scrumptious food samplings which exemplify the perfect marriage of food and wine. Ticket holders will receive a map of the Temecula Valley, a passport which allows a visit to each participating winery and a souvenir glass.

### 1 NIGHT, 1 DAY EVENT ACCESS EXPERIENCE

- ❖ 1 night stay at Temecula Creek Inn
- ❖ 1 day pass to World of Wine event for Two

**Only Available March 3, 2013**

**From \$218 per night\***



# Fundraising Events

## Promotional Partners

## Temecula Valley CVB



### WOW - World of Wine

March 02, 2013 - March 03, 2013

Location: Temecula Valley Winegrowers Association

Address: 34567 RANCHO CALIFORNIA ROAD, Temecula, CA 92591

It's WoW time again! That's when the wineries of the Temecula Valley open their cellar doors for guests to enjoy a bevy of wines at our annual two day barrel tasting event. Old world wine varietals created in new world Temecula style, will WoW ticket holders! You'll enjoy a self-guided wine country tour that will take you to 30+ wineries, each of whom will be offering varietal wines from barrel, tank or bottle. The wines will be paired with scrumptious food samplings wh... [Visit Website](#)



[Details](#) | [Add To My Calendar](#) | [Add to Itinerary](#) | [Visit Website](#)

### WOW - World of Wine

March 02, 2013 - March 03, 2013

Location: Temecula Valley Winegrowers Association

Address: 34567 RANCHO CALIFORNIA ROAD, Temecula, CA 92591

Times: 10:00a-4:30p

Phone: 1-800-801-WINE

[Visit Website](#)

Frequency of Event:

[Add to Itinerary](#)



It's WoW time again! That's when the wineries of the Temecula Valley open their cellar doors for guests to enjoy a bevy of wines at our annual two day barrel tasting event. Old world wine varietals created in new world, Temecula style, will WoW ticket holders! You'll enjoy a **self-guided** wine country tour that will take you to **30+ wineries**, each of whom will be offering varietal wines from barrel, tank or bottle. The wines will be paired with scrumptious food samplings which exemplify the perfect marriage of food and wine. Ticket holders will receive a map of the Temecula Valley, a passport which allows a visit to each participating winery and a souvenir glass.

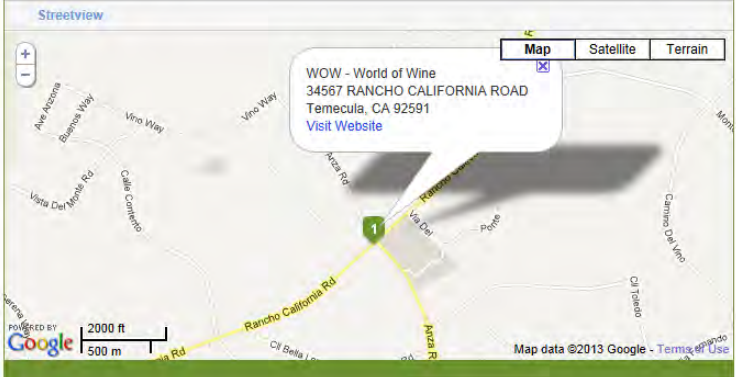
This whirlwind, two day event is a sure sell-out, so please order your tickets early to avoid disappointment.

Limited to guests 21 years and over. Event held rain or shine.

The event is held from 10am to 4:30pm. 2 day tickets are \$99 per person, \$89 if purchased prior to February 1, 2013.

**All tickets are Will-Call** and are available for pick-up between 9:30am and 1pm **ONLY** on the day(s) of the event.

Guests will be notified via email as to their pick-up location. Local, Sunday Only and Designated Driver tickets are also available at a discounted price.





# Off-Site Promotional Events



**DIGIN!**

Join us for a Taste of Southern California Wine Country at the 3rd Annual Field to the Fork Event

Where: May 22, 2010 | 3PM-7PM

Where: Lovense Cellars  
18111 De Peñita Rd.  
Temecula, CA

- Enjoy delicious food from some of the region's finest chefs.
- Don't forget to wine and beer tastings from our local wineries and breweries.
- Even: Beer tasting, viticulture, gardening, sugar consumption and more!
- Gather with friends or make new ones!

Cost: \$30.00 and up - \$60 at the door

Reservations are not necessary, but space is limited. Seating is on a first-come, first-served basis. Parking is free. Seating is limited.

To Purchase Tickets Visit:  
[www.temeculavalleywinelife.com](http://www.temeculavalleywinelife.com)  
or call Deborah Newcomb at 951-694-3361

Slow Food Temecula Valley  
Liquor  
Dignity  
Green  
Winegrowers Association



**WINE TASTING**  
12pm - 4pm

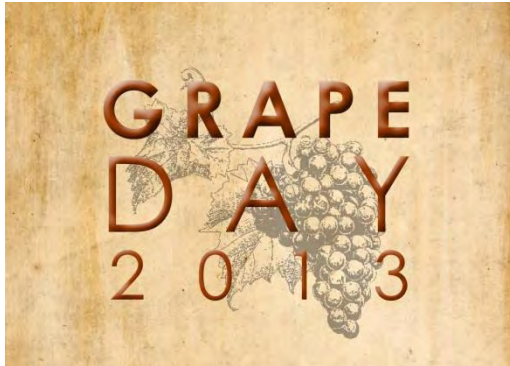
TEMECULA VALLEY Winegrowers ASSOCIATION

\*Must be 21 & over to enter.

TEMECULA VALLEY Winegrowers ASSOCIATION  
[www.temeculavines.org](http://www.temeculavines.org)



# Friend-Raising Events





# Member Benefits

## Robust Website



HOME WINERIES & GROWERS PLAN YOUR TRIP EVENTS WEDDINGS VIDEOS PARTNERS MEDIA SELF-GUIDED TOURS

SIGN UP FOR OUR **NEWSLETTER!**

enter email

SIGN UP FOR **WINE COUNTRY COUPONS!**

enter email

WINE COUNTRY **BLOG**  
GET THE LATEST NEWS

**FEATURED VIDEO**



### UPCOMING EVENTS

**Mar 2, 2013 - Mar 3, 2013**  
2013 World of Wine Winter Barrel Tasting ~ Get WOW! ~ March 2 and 3, 2013 [more >](#)

**Apr 18, 2013**  
Mark the date! Grape Day, an educational seminar for growers and winemakers alike, is scheduled for April 18, 2013. [more >](#)

**Sep 1, 2013 - Sep 30, 2013**  
September marks the celebration of wine for the State of California. Join us all month for SIP passports! [more >](#)

### Welcome

Temecula Valley Wine Country the irresistible charm of our fru rooms and savor the hundreds wines offered by our 35 memb

The Temecula Valley is locate paradise which encompasses 35,000 acres of rolling hills an nature, sustainable in farming an agricultural preserve know zone, the Temecula Valley is v the 'jewel' of Riverside County located and within an hours dr Orange County or the Palm Sp our family owned wineries are situated just close enough in p to make your wine country tou

Whether you're looking for a q planning to stay for a couple o to see and do here in Temecul Country. Wine tasting, winery winery events are offered daily region. Along with fabulous w find incredible winery restaura breakfast inns, lush resorts, sp beautiful picnic grounds. And perfect location for a wine cou further! Whether you'd love ar 10 or crave a big bash for 500 you're looking for right here.

*Temecula Valley... Southern*

**Cougar Vineyard & Winery**  
Cougar Vineyard & Winery is owned and operated by Rick and Jennifer... [more details >](#)

**Doffo Vineyard & Winery**  
Slightly off the beaten path at the far end of Rancho California Road lies... [more details >](#)

**Falkner Winery**  
Enjoy award winning handcrafted wines from a spectacular hill-top setting... [more details >](#)

**Frangipani Estate Winery**  
Frangipani Estate winery offers dynamic selection of wines... [more details >](#)

**Keyways Vineyards & Winery**  
Our goal is to exceed your expectations with outstanding wines... [more details >](#)

**Longshadow Ranch Vineyard & Winery**  
Tradition from Six Generations... [more details >](#)

**Lumiere Winery**  
Now open Friday through Sunday... [more details >](#)

**Maurice Carrie Vineyard & Winery**  
A large Victorian-Style Farmhouse, the Maurice Carrie Vineyard & Winery... [more details >](#)

**Monte De Oro Winery**  
Quality wines, starts with quality grapes... [more details >](#)

**Oak Mountain Winery**  
Oak Mountain Winery with views of Oak Mountain is an oasis of

**Danza del S**  
Danza del S rooted in Te history... [more details >](#)

**Europa Villi**  
Meet one of [more details >](#)

**Foot Path V Winery**  
100% Hand and family o

**Hart Winery**  
Hart Winery Hart family t [more details >](#)

**Leoneess Ce**  
The word Le of dreams," [details >](#)

**Lorimar Vir**  
Lorimar Win things... [more details >](#)

**Masia de Ys**  
Masía de Ys younger win

**Miramonte**  
Miramonte v then 32-year [more details >](#)

**Mount Palo**  
Mount Palor and producti

**Palumbo Family Viney**  
Winery Located in the heart of T

**First Light Vines**  
Owned by: Stephen Ryder  
Phone: 951.440.2614 or  
Email: [swryder@ameritech.net](mailto:swryder@ameritech.net)  
Varietals: Cinsault

**Fossanova Vineyards**  
Owned by: Nelson, Debera and Art  
Phone: 951.694.4113  
Email: [deb@fossanovavineyards.com](mailto:deb@fossanovavineyards.com)  
Varietals: Arneis, Chardonnay, Dolcetto, Grenache, Mourvèdre, Mu Vermentino

**Francois Roux Vineyards**  
Owned by: Jesse Roux  
Phone: 951.795.5918  
Email: [jesseroux@gmail.com](mailto:jesseroux@gmail.com)  
Varietals: Primitivo, Syrah

**Gershon Bachus Vintners**  
Owned by: Christina Lesch  
Phone: 877.458.8428  
Email: [christina@gershonbachus.com](mailto:christina@gershonbachus.com)  
Varietals: Cabernet Franc, Grenache, Zinfandel

**Gray Family Vineyard**  
Owned by: Gary Gray  
Phone: 951.303.9237  
Email: [grayfoxtor@msn.com](mailto:grayfoxtor@msn.com)  
Varietals: Pinot Gris, Viognier, Zinfandel

**Griswold Vineyard**  
Owned by: Frank Griswold  
Phone: 949.291.0067  
Email: [1frankieboy@gmail.com](mailto:1frankieboy@gmail.com)  
Varietals: Roussanne

**Hansen Vineyard**  
Owned by: Hansen, Phil & Marion  
Phone: 951.677.7693  
Email: [pmhansen2@verizon.net](mailto:pmhansen2@verizon.net)  
Varietals: Cabernet Sauvignon

**Hart Winery**  
Owned by: Hart, Joe  
Phone: 951.676.6300  
Email: [jhartwinery@verizon.net](mailto:jhartwinery@verizon.net)  
Varietals: Cabernet Franc, Merlot, Sauvignon Blanc, Syrah, Viognie

**HRM Vineyard**  
Owned by: Harry Mirchandaney & Indrani Gill  
Phone: 951.699.6727  
Email: [igill2219@aol.com](mailto:igill2219@aol.com)  
Varietals: Merlot, Muscat Canelli, Sauvignon Blanc

### TEMECULA VALLEY WINEGROWERS ASSOCIATION

34567 RANCHO CALIFORNIA ROAD OFFICE PHONE: 800.301.6463  
MAILING ADDRESS LOCAL: 951.699.3826  
P.O. BOX 1601 FAX: 951.860.2353  
TEMECULA, CA 92593

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# Member Benefits

## Monthly Newsletters, blogs, social media



- CATEGORIES
- BEST OF WINES
- 5 FACTS ABOUT WINE
- ASSOCIATION NEWS
- CALIFORNIA RESTAURANT MONTH
- CALIFORNIA WINE MONTH
- EVENTS
- GET TO KNOW
- HOLIDAY EVENTS
- MEET YOUR WINEMAKER
- RECIPES
- SOCALWINETV
- UNCATEGORIZED
- WINE COUNTRY RESTAURANTS
- WINE PAIRING GUIDE
- WINERY NEWS
- WINERY WEDDINGS
- ARCHIVES
- JANUARY 2013
- DECEMBER 2012
- NOVEMBER 2012
- OCTOBER 2012
- SEPTEMBER 2012
- AUGUST 2012
- JULY 2012
- JUNE 2012
- MAY 2012
- APRIL 2012
- MARCH 2012
- FEBRUARY 2012

### Blog

#### Winery Spotlight: Get to Know... Cougar Vineyard & Winery

January 31st, 2013

##### The Story

Cougar Vineyard & Winery is one of Temecula Valley's smaller boutique wineries, produced year. Owners and winemakers Rick & Jennifer Buffington are passionate wine-lovers, they have been known for their hands-on approach to every aspect of the winery operations.

Italian varietals are Cougar's specialty. In addition to unique wines and fun-loving staff, this place and boasts a devoted wine club following.



Cougar Winery & Vineyard, Temecula Valley

##### The Wines

Cougar produces reds, whites, rosés, and sparkling wines so there's a wine to suit every palate rare and unique Mediterranean grapes to the Temecula wine scene. Cougar proudly offers Vermentino, Montepulciano and Brachetto. The latter was just recognized as a grape varietal in Italy. Vineyards is one of only two commercial wineries that are growing it. Visit Cougar's wine store

facebook

Search for people, places and things

Peggy Evans

You are posting, commenting, and liking as Temecula Valley Winegrowers Association — Change to Peggy Evans



### Temecula Valley Winegrowers Association

4,784 likes · 591 talking about this · 68 were here

Non-Profit Organization  
Watch for posted events, news and information featuring the wines and wineries of the Temecula Valley!  
<http://temeculawines.org/>

About



Photos

Status Photo / Video Offer, Event +

Write something...

Temecula Valley Winegrowers Association

3 hours ago

Words of wisdom. Happy President's Day, everyone!

om/photo.php?fbid=10151238963294011&set=a.10150604299074011.39...

- Tweets
- Following
- Followers
- Favorites
- Lists

#### Follow Temecula Winegrowers

Full name

Email

Password

Sign up



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Directory

Recommendations

### Temecula Winegrowers

@temecula\_wine

Temecula Valley Winegrowers Association  
Temecula, CA · <http://www.temeculawines.org/>

3,856 TWEETS 2,273 FOLLOWING 4,076 FOLLOWERS

Follow

#### Tweets

- Temecula Winegrowers @temecula\_wine  
Words of wisdom. Happy President's Day, everyone!  
fb.me/JUJGU4L1  
Expand 3 hrs
- Temecula Winegrowers @temecula\_wine  
So beautiful fb.me/2dv65VjzZ  
Expand 22 hrs
- Temecula Winegrowers @temecula\_wine  
It's going to be a beautiful day in Temecula Wine Country. Plan a trip and enjoy lunch at one of our many... fb.me/2oCpQ7xo  
Expand Feb 16
- Temecula Winegrowers @temecula\_wine  
This weekend at Europa Village enjoy Shakespeare in The Vines - "Mary Stuart" Two Queens, One Throne, No Mercy... fb.me/2on5X6o3S  
Expand Feb 16
- Temecula Winegrowers @temecula\_wine  
Expand Feb 12

Jane Case DeFreese

Lumiere is my favorite for views while sipping wine! The lad... about 9 months ago



# Member Benefits

## Winery Event Calendar



TWVA EVENTS

WINE COUNTRY  
CALENDAR OF EVENTS

WINE COUNTRY MEETING  
SPACE

WINE COUNTRY BLOG  
GET THE LATEST NEWS

SIGN UP FOR OUR NEWSLETTER!

enter email



TEMECULA VALLEY  
WINEGROWERS ASSOCIATION

34567 RANCHO CALIFORNIA ROAD

### Wine Country Calendar

Temecula Valley Wine Country

Today February 2013

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun						
27	28	29	30	31	Feb 1	Feb 2	Feb 3	Feb 4	Feb 5	Feb 6	Feb 7	Feb 8	Feb 9	Feb 10						
<p><b>Winter Indulgence Spa Treatment</b></p> <p><b>California Restaurant Month Special</b></p> <p><b>Vintage Vantage Lunch - \$9.99</b></p> <p><b>Divas in D'Vin</b> 12:30pm The Spa 10am Two for Or 12:30pm The Spa 11am Moto Barre 5pm Sp</p> <p><a href="#">+6 more</a> 4pm Happy Hour <a href="#">+3 more</a> 4pm Happy Hour <a href="#">+2 more</a> 5pm Sp</p>							6pm Sp	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear	7pm Shakespear
3	4	5	6	7	Feb 11	Feb 12	Feb 13	Feb 14	Feb 15	Feb 16	Feb 17	Feb 18	Feb 19	Feb 20						
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24	25	26	27	28	Feb 28	Feb 29	Mar 1	Mar 2	Mar 3	Mar 4	Mar 5	Mar 6	Mar 7	Mar 8						
<p><b>Lemongrass Ri</b></p> <p>10am Craft Fair 10am Two for Or 11am Moto Barre 3pm Inland Emp</p> <p>1pm Live Music i <a href="#">+5 more</a></p>							10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or	10am Two for Or

#### Inland Empire CSA

**When** Tue, February 26, 3pm – 6pm

**Where** Ponte Winery ([map](#))

**Description** Ponte Winery's Smokehouse Restaurant serves as a pick up location every Tuesday from 3pm-6pm for the Inland Empire CSA

CSA, or Community Supported Agriculture can be found nation-wide and are partnerships in which a farm unites with a community of supporters. They are sustainable and dovetail Ponte Winery's green efforts because the fruits and vegetables come to you from your neighborhood. Therefore minimal fuel was used to get the food to your plate.

In addition, by joining a CSA you support your local economy. Supporters purchase a portion of the farm's harvest and in return the farms provide regular supplies of seasonal fresh fruit and vegetables throughout the season.

To learn more about pricing visit [www.InlandEmpireCSA.com](http://www.InlandEmpireCSA.com). If you are not local visit [www.LocalHarvest.org/csa](http://www.LocalHarvest.org/csa) to find a CSA location near you.

[more details»](#) [copy to my calendar»](#)

Events shown in time zone: Pacific Time



# Strategic Objectives for 2013



1. To provide a platform for enhancing the quality and perception of Temecula Valley wine grapes and wine
  2. **To acquire adequate financial resources to cover new expectations**
  3. To demonstrate ongoing value to members and stakeholders
  4. To enhance the partnership between the TVWA and the Temecula Valley Convention & Visitors Bureau
  5. To seek and capitalize on new off-peak winery business opportunities
-

# Marketing Funding



- TVWA's current marketing budget is a fraction of what other California wine destinations are spending:
  - Napa County - \$4.5 million
  - Sonoma County - \$4.5 million
  - Monterey County - \$4.2 million
  - Paso Robles - \$1.0 million
  - Livermore/Tri-Valley - \$2.2 million
  - Santa Barbara - \$2.0 million

# Winery Business Improvement District



## The Benefits:

- provides a stable funding source for wine country promotion and advocacy, resulting in more successful and effective Marketing, creating Greater Revenue for the Wineries!
  - fund a wide range of services designed to benefit Temecula Valley wine-related businesses
  - designed and created by those who pay the assessment
  - governed by those who pay the assessment
  - cannot be diverted away from Winery Marketing purposes
  - customized to fit the winery promotion and advocacy needs of Temecula Valley
-