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Get “Down to Earth” with California Wines this April with Fun Events and Activities

Month-long Celebration Highlights State’s Sustainable Winegrowing and Winemaking

SAN FRANCISCO — Think California wine is just red, white or rosé? It’s time to discover how “green” it is, too. Wine Institute has created California Wines: Down to Earth Month, a month-long, statewide celebration of California’s leadership in sustainable winegrowing and winemaking, featuring practices that are environmentally and socially responsible. This April marks the campaign’s second year.

Wineries across the state will engage consumers, policy leaders, media and trade with fun, sustainably focused festivities to learn about California wine’s eco-friendly practices and the people and places behind them. From Earth Day festivals and “green wine trails” to dog-friendly vineyard hikes, wildlife talks, horseback rides and eco-tours, the state’s wineries will highlight being green this April.

“Wine lovers can do more than taste; they can experience where and how wines are grown and made with our green-themed events this April,” said Robert P. (Bobby) Koch, President and CEO of Wine Institute. “We have made a long-term commitment to sustainability. Wineries and vineyards that produce nearly two-thirds of California’s winegrapes and wine participate in our California Sustainable Winegrowing program with more than 10,000 attending educational workshops since the program’s inception a decade ago. The scale of accomplishment is remarkable, as California is the world’s fourth-largest wine producer.”

Down to Earth Month features a wide variety of events for visitors to enjoy. In Napa, [Down to Earth with Napa Green Certified Wineries](#) is a fun way to learn about green design, conservation and creative re-use as well as attend related tasting events April 19-21. San Luis Obispo County’s [FarmFest on the Coast](#) on April 26-27 will offer local, sustainably grown wine and edibles at Dinosaur Caves Park overlooking the ocean in Pismo Beach. Central Coast wineries are offering an [Earth Day Food & Wine Festival](#) on April 20 with more than 200 growers, vintners and chefs serving local wines and foods with music, dancing and more. The [Santa Cruz Mountains Winegrowers Association Passport Day](#) celebrates its earth-friendly wine region with organic wine trails, barrel samples and special tasting flights on April 20 to support Save Our Shores, a nonprofit dedicated to clean beaches. Livermore Valley wineries are highlighting sustainable winegrowing and winemaking with special [“Down to Earth” tours and tastings](#) on April 21, and Mendocino wineries are offering [Where the Earth IS First Fest](#) April 19-28 where visitors will enjoy a host

of eco-friendly activities and enjoy organic wine and food. From April 1-30 in Northern Sonoma County, the [Green Trail of Dry Creek Valley](#) offers a special, customized experience exploring the region's certified organic and certified biodynamic wineries. Explore all of the Down to Earth Month activities at www.discovercaliforniawines.com/d2e. And while you browse the site, enjoy a new sustainability video at www.discovercaliforniawines.com.

In addition to sustainability goals, California wine contributes \$61.5 billion to the state's economy, attracts more than 21 million tourists annually, generates 820,000 jobs nationwide of which 330,000 are in California, as vintners and growers keep their farms and wineries family owned for future generations.

California is a world leader in sustainable winegrowing practices. The California Sustainable Winegrowing Alliance (CSWA) Code of best practices has been used by 1,800 wineries and vineyards to evaluate the sustainability of their operations, representing 72 percent of California's winegrape acreage and 74 percent of the state's wine shipments. Certified California Sustainable Winegrowing and other statewide and regional programs such as Bay Area Green Business Program, Fish Friendly Farming, Lodi Rules, Napa Green and Sustainability in Practice (SIP) play vital roles in the California wine community's successful efforts to produce high quality wine that is environmentally sound, economically feasible and socially responsible. To learn more, visit: www.discovercaliforniawines.com/d2e.

“Down to Earth” Events, Tours and Offers in California Wine Country

*Check www.discovercaliforniawines.com for updates
as events are being added continuously.
To view events by region, [click here for a pdf](#)*

[Recycle in April for \\$1 off Cougar Wine](#)

April 1 - 30, 2013
Cougar Vineyard & Winery
Temecula Valley
951-491-0825, wineclub@cougarvineyards.com
www.cougarvineyards.com
Bring in your empty bottles of Cougar wine and receive \$1 off for each bottle towards your same-day wine purchase.

[Complimentary Tasting in April for Every 20 Recycled Corks](#)

April 1 - 30, 2013
Riverbench Vineyard & Winery
Santa Barbara County
805-937-8340, krysta@riverbench.com
www.riverbench.com
Riverbench is offering one complimentary tasting per bag of 20 used corks or capsules.

[Green Trail of Dry Creek Valley](#)

April 1 - 30, 2013
Time: 12:00 - 5:00 p.m.
Cost: Tasting fees at participating wineries apply
Quivira and Ridge-Lytton Springs Dry Creek Valley
Northern Sonoma County, Dry Creek Valley AVA
707-433-3031, debbie@wdcv.com
www.wdcv.com/green-trail
Enjoy a special, customized experience in Dry Creek Valley to experience the area's certified organic and certified biodynamic wineries.

[Organic Wine Trail of the Santa Cruz Mountains Celebrates 'Down to Earth' Month](#)

April 5 - 28, 2013
Time: 12pm – 5pm
Cost: Tasting fee: \$5 - \$10

Cooper-Garrod, Silver Mountain, Alfaro Family Vineyards
Santa Cruz Mountains
408-353-2278, info@organicwinetrail.org
www.organicwinetrail.org

Visit the Organic Wine Trail of the Santa Cruz Mountains to learn more about sustainable and organic practices while touring and tasting.

Vineyards & Horses Dreampower Benefit

April 6 - 7, 2013

Time: 1:00pm-4:00pm

Satori Cellars, Central Coast

408-848-5823, sandy@satoricellars.com

www.satoricellars.com

Satori is one of few wineries to let horses roam free in the vineyard. We'll introduce the horses and host Dreampower, a local non-profit that utilizes horses to rehabilitate challenged children and veterans. www.dreampowerhorsemanship.com/.

Eco-ride through Organic Vineyards

April 6 - 28, 2013

Time: Weekends only; call for reservations

Cost: \$183

Cooper-Garrod and Silver Mountain Wineries

Santa Cruz Mountains

408-867-9530, ecoride@organicwinetrail.org

www.organicwinetrail.org

Cooper-Garrod Estate Vineyards and Silver Mountain Vineyards are offering an "Eco-ride" package every weekend in April that includes horseback ride, lunch with wine, and vineyard tour.

April Wildflower & Sustainability Tours with Ancient Peaks

April 6 - 27, 2013

Time: Every Saturday at 11am

Cost: \$40

Ancient Peaks Winery

Paso Robles

805-365-7045, nina@apwinery.com

www.ancientpeaks.com

On every Saturday in April, Ancient Peaks Winery is offering personal guided wildflower and sustainability tours of its estate Margarita Vineyard on the historic Santa Margarita Ranch in the Paso Robles AVA.

Walk with the Winemaker

April 6, 2013

Time: 11am

Cost: Free tour; \$5 tasting

Cooper-Garrod Estate Vineyards

Santa Cruz Mountains

408-867-8440, questions@cgv.com

www.cgv.com

See CCOF Certified Organic vineyards and CCSW Certified Sustainable operations at Cooper-Garrod Estate Winery. Winemaker Bill Cooper takes you on a walk into Chardonnay vineyards before the crush pad and barrel room experience.

Earth Month: Herb & Flower Garden Walk

April 7, 2013

Time: 10:30am

Cost: \$20

Buttonwood Farm Winery & Vineyard

Santa Barbara County

805-688-3032, info@buttonwoodwinery.com

www.buttonwoodwinery.com

Join Abel Navarro on a tour of Buttonwood's Herb and Flower Garden, followed by herb-infused appetizers paired with Buttonwood wine. Go home with a potted herb plant and recipes.

Vineyards & Owls

April 13 - 14, 2013

Time: 1pm - 4pm

Cost: Free

Satori Cellars

Central Coast

408-848-5823, sandy@satoricellars.com

www.satoricellars.com

WERC (Wildlife Education and Rehabilitation Center) in Morgan Hill www.werc-ca.org will bring four owls and talk about the benefits of owls. Learn how to build and install an owl house of your own.

Sustainable Practices in the Vineyard: Hike and Picnic Lunch

April 13, 2013

Time: 10am - 1pm

Cost: \$40 for members; \$50 for non-members

Zaca Mesa Winery

Santa Barbara County

805-688-9339 x314, zmail@zacamesa.com

www.zacamesa.com

Hike with your dog through the vineyard with our winemaker, Eric Mohseni, and learn about sustainable practices. After the hike, enjoy a vineyard picnic lunch featuring Zaca Mesa wines.

Earth Month Orchard Walk

April 14, 2013

Time: 10:30am

Cost: \$20

Buttonwood Farm Winery & Vineyard

Santa Barbara County

805-688-3032, info@buttonwoodwinery.com

www.buttonwoodwinery.com

Join Fred Munch on a tour of Buttonwood's labyrinth of orchards (pear, peaches, persimmons) and discuss organic farming practices, as well as the different wine varieties.

Down to Earth with Napa Green-Certified Wineries

April 19 - 21, 2013

Time: Various

Cost: Tasting fees may apply

Various Wineries

Napa Valley

707-968-4206, mnovi@napavintners.com

www.napavintners.com

Participating Napa Green wineries will be offering a variety of promotional activities for Earth Day weekend. To learn more, visit www.napavintners.com.

Where the Earth IS First Fest

April 19 - 28, 2013

Time: See website for specifics

Cost: Varies

Multiple wineries throughout Mendocino County

415-359-9755, heather@hypehouse.com

www.earthdaymendocino.com

Visitors can take part in a host of eco-friendly activities to enjoy organic food & wine offerings and special lodging packages.

Earth Day Food & Wine Festival

April 20, 2013

Time: 1pm - 5pm

Cost: \$50 - \$115

San Luis Obispo County

Contact: Kyle Beal Womack, kyle@vineyardteam.org

www.earthdayfoodandwine.com

7th-annual festival is a weekend celebrating the very best of the Central Coast. Feast on one-of-a-kind dishes made with locally-sourced foods. Live music, dancing and more!

Earth Day Celebration

April 20, 2013

Time: 11am - 2pm

Cost: \$60 public; \$50 club

Benziger Winery

Sonoma County

888-490-2739, greatwune@benzinger.com

www.benziger.com

Come celebrate Earth Day at Benziger. Enjoy a seated tasting and seminar in the Barn, followed by additional tasting on the Oak Terrace.

Celebrate Earth Day at Wente Vineyards

April 20 - 21, 2013

Time: 1pm and 3pm

Cost: \$10 includes logo glass

Wente Vineyards

Livermore Valley

925-456-2405

www.wentevineyards.com

Audubon tour & tasting on Saturday 4/20 at 1pm and 3pm. On Sunday the 21st, tour our organic garden at 1pm and 3pm that will include hands-on activities. Bring in a full wine bag of used corks to receive a certificate for \$25 off your \$50 purchase (restrictions apply).

Santa Cruz Mountains Passport Day 2013

April 20, 2013

Time: 11am - 5pm

Cost: \$45

Various wineries

Santa Cruz Mountains

www.scmwa.com/wsdevent/eventview/action/view/frmArticleID/19/

This month's Passport theme is a celebration of California Wines "Down to Earth Month". Explore our viticultural region and our earth-friendly wines, organic wine trails, barrel samples, and special tasting flights to support "[Save Our Shores](#)", a local non-profit dedicated to clean beaches.

Earth Day at Dutton-Goldfield Winery

April 20 - 21, 2013

Time: 10am - 4:30pm

Cost: Tasting fee waived with wine purchase

Dutton-Goldfield Winery

Sonoma County

707-861-9460

www.duttongoldfield.com

Learn about sustainable farming and eco-friendly winery practices while you enjoy award-winning Chardonnay and Pinot Noir.

Vineyard Walk & Brunch

April 21, 2013

Time: 10:30am

Cost: \$35.00

Buttonwood Farm Winery & Vineyard

Santa Barbara County

805-688-3032, becky@buttonwoodwinery.com

www.buttonwoodwinery.com

Walk through our sustainably-farmed vineyard with winemaker Karen Steinwachs and soil guru Stan Kadota. Taste various varietals, learn about bud break, soils, cane pruning and why we farm the way we do. Concludes with brunch at the pond.

Down to Earth - Livermore Valley

April 21, 2013

Time: 2pm

Cost: Varies

Livermore Valley Wine Country

925-447-9463 x 4, marketing@lvwine.com

www.LVwine.org

Tour organically farmed Livermore Valley vineyards; learn how wineries practice energy conservation and discover sustainable methods for pest, soil and plant management. Each earth-friendly celebration will conclude with a guided wine tasting.

Be Green at Crooked Vine Winery

April 21, 2013

Time: 2pm

Cost: Free

Crooked Vine Winery

Livermore Valley

925-449-0458, info@crookedvine.com

www.crookedvine.com

Everyone that visits by way of bike or other green transportation receives a complimentary tasting and 20% off of bottle purchases.

Down to Earth at McGrail: Vineyard Tour

April 21, 2013

Time: 2pm

Cost: \$10

McGrail Vineyards and Winery

Livermore Valley

925-215-0717, heather@mcgrailvineyards.com

www.mcgrailvineyards.com

Join us on Down to Earth Day and learn about our sustainable practices in our Estate Vineyard. Winemaker, Mark Clarin, will lead a tour and tasting of Cabernet.

Sustainability Tour

April 21, 2013

Time: 11am - 4pm

Concannon Vineyard

Livermore Valley

800-258-9866

www.concannonvineyard.com

Free sustainability tour for guests as well as a complimentary wine tasting if visitors arrive at the tasting room via bicycle.

B.Y.O.B. (Bring Your Own Bottle)

April 21, 2013

Time: 12pm - 4:30pm

Cost: \$8.99 / bottle

Page Mill Winery

Livermore Valley

925-456-7676

www.pagemillwinery.com

Bring in your old/clean 750 ml wine bottle and fill it up with our Recovery Red. For \$8.99 per bottle we will fill it, cork it, label it and send you on your way with a delicious table wine.

Down to Earth at Rodrigue Molyneaux

April 21, 2013

Time: 12pm - 4pm

Cost: N/A

Rodrigue Molyneaux Estate Winery & Vineyard

Livermore Valley

925-443-1998, info@rmwinery.com

www.rmwinery.com

Visit the winery and mention that you are "Down to Earth" to receive a free tasting or a discount on an upgraded tasting flight.

SIP'n Slide Progressive Winery Tours

April 21, 2013

Time: 11pm - 4pm

Cost: \$95-\$115

Tolosa Winery, Chamisal, Claiborne & Churchill and Wolff

San Luis Obispo County

805-782-0300, kyle@vineyardteam.org

www.earthdayfoodandwine.com/event/sip-n-sliders-progressive-brunch/

Progressive Sunday brunch will stop at stellar spots sporting SIP™ (Sustainability in Practice) certifications: Tolosa Winery, Chamisal Winery, Wolff Vineyards, and Claiborne & Churchill Winery. Taste with winemakers as they showcase their sustainable practices. Gourmet sliders and sides served.

Earth Day Behind-the-Scenes Wine Tours

April 22, 2013

Time: 11am - 1pm

Cost: \$40

South Coast Winery Resort & Spa

Temecula Valley

951-587-9463 Ext. 7204, cmagon@wineresort.com

www.wineresort.com

Take the behind-the-scenes wine tour and learn more about the sustainable wine growing practices used by our vineyard crew.

SLO Wine Country's FarmFest & Taste of Pismo

April 26-27, 2013

Time: April 26: 4pm-7pm, April 27: 12noon-4pm

Cost: \$40-\$50

Dinosaur Caves Park in Pismo Beach

San Luis Obispo County

805-541-5888, info@slowine.com

www.slowine.com

Enjoy local, sustainably grown wine and edibles at Dinosaur Caves Park overlooking the ocean in Pismo Beach. Featuring nearly 30 SLO wineries.

Vineyards & Bats

April 27 - 28, 2013

Time: 1pm - 4pm

Cost: Free

Satori Cellars

Central Coast

408-848-5823, sandy@satoricellars.com

www.satoricellars.com

Learn amazing facts about bats and what we can do to protect them and help our environment. A percentage of all sales will be donated to the Bat Conservancy of Coastal California.

Summit for the Planet at Satori

April 27 - 28, 2013

Time: 1pm - 4pm

Cost: Free

Satori Cellars

Santa Clara County

408-848-5823, sandy@satoricellars.com

www.satoricellars.com

April 27th is the 7th annual Summit for the Planet Walk-a-thon and Earth Day Celebration, hosted by Mount Madonna School. If you prefer wine tasting, you can join in from Satori. A portion of all sales will be donated to this great cause.

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