



FOR IMMEDIATE RELEASE

**Icons of Wine to be Honored at Sonoma County Barrel Auction**  
***AVA Preview Events Highlighted***  
***Fourth Annual Sonoma County Barrel Auction to be held April 20, 2018***

**(April 5, 2017; Santa Rosa, CA)** Sonoma County Vintners will honor three of the region's winemaking Icons this year at the 3<sup>rd</sup> Annual Sonoma County Barrel Auction. Nominated by peers for their contributions and lifetime body of work, Jim Bundschu of Gundlach Bundschu Winery, Jim Pedroncelli of Pedroncelli Winery, and Angelo Sangiacomo of Sangiacomo Family Vineyards will be recognized at a private reception on April 20 at Martin Ray Vineyards & Winery as well as at the Barrel Auction on April 21 at the Vintners Inn in Santa Rosa, CA.

"The Sonoma County wine landscape has been shaped by a long line of trailblazing visionaries and it is important that the region honor these three modern icons," says Jean Arnold Sessions, Sonoma County Vintners Executive Director. "Each of the Icons has provided new ways of thinking while also enriching our region's heritage and traditions. We are proud to recognize their invaluable contributions at the Sonoma County Barrel Auction."

**About the Icons:**

**Jim Bundschu, Gundlach Bundschu Winery**

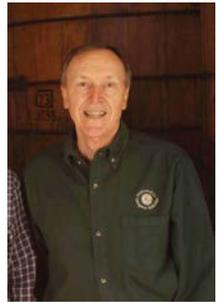
Jim Bundschu is the quintessential down-to-earth farmer, completely devoted to the Sonoma County vineyard land cultivated by four generations before him. After graduating from Berkeley in 1969, he returned to replant his family's 320-acre Rhinefarm Vineyards—founded in 1858—and resurrect the Gundlach Bundschu Winery, which closed in 1933 due to Prohibition. Over the subsequent 40-plus years, Gundlach Bundschu Winery focused on maintaining its family-owned status as well as wine quality, sustainability and setting the tone for vineyards and wineries in Sonoma County.



*Jim Bundschu*

## **Jim Pedroncelli, Pedroncelli Winery**

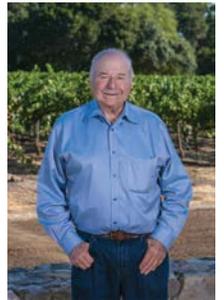
Jim Pedroncelli was raised at the Geyserville winery homestead that his parents Giovanni and Julia Pedroncelli purchased in 1927. He grew up helping in the vineyard and learning from his father in the cellar. In 1963 he and his brother John bought the winery, and as head of the winery's sales and marketing, Jim helped solidify Sonoma County as a fine wine region in the marketplace. He was among the first to add the word "Sonoma" to a wine label, and also to start an independent sales and marketing company with four independent brands represented by one company. Over the years Jim has served on every board and trade association in the area, including the Wine Institute, Sonoma County Vintners Coop and Sonoma County Winery Association (now Vintners). This year Pedroncelli Winery celebrates its 90<sup>th</sup> Anniversary.



*Jim Pedroncelli*

## **Angelo Sangiacomo, Sangiacomo Family Vineyards**

Angelo Sangiacomo is a pioneering viticulturist and founder of Sangiacomo Family Vineyards, a third generation family business with over 1,600 acres of planted vineyards in Sonoma County. Born in Sonoma to Italian immigrants Vittorio and Maria Sangiacomo, Angelo began working in the fields at the age of six and by his early 20s had become spokesperson for the family business. Following the decline of the California pear market in the 1960s, he steered the family through the transition to grape-growing with the planting of their first vineyard in 1969. He later helped pioneer the creation of California vineyard-designated and single vineyard wines. The family now sells grapes to more than 70 premium wineries, half of which produce wines that carry the Sangiacomo vineyard designation. With almost 50 years of grape-growing under his belt, he continues today as an advisor to his children Mike, Steve and Mia who are at the helm of the family business.



*Angelo Sangiacomo*

## **Sonoma County Barrel Auction Preview Events**

Trade and media are invited to county-wide tastings on April 20. Sonoma County AVAs will feature participating Barrel Auction wineries and offer the opportunity to preview barrel lots and current release wines.

### **Thursday, April 20**

## **Alexander Valley Winegrowers, Winegrowers of Dry Creek Valley and Sonoma Valley Vintners & Growers Preview Event**

10:00am – 1:00pm at Landmark Vineyards

Guests will have unprecedented access to the winemakers and be able to engage and learn more about each handcrafted lot that will be auctioned the following day, while experiencing the beautiful California weather and picturesque grounds of Landmark Vineyards. Light bites from Cuvée Wine Country Events will be served.

## **Russian River Valley Winegrowers, Petaluma Gap Winegrowers Alliance and West Sonoma Coast Vintners Preview Event**

1:30 – 4:30pm at Kosta Browne Winery

This Barrel Auction Preview event will highlight the wines being presented at the Sonoma County Barrel Auction plus additional finished wines and bites from Pascaline Fine Catering. Winemaker ambassadors for each of the historically recognized Russian River Valley neighborhoods, and West Sonoma Coast and Petaluma Gap regions will pour wines that they have selected to best exemplify the unique characteristics of each area, providing guests with the opportunity to learn what makes each neighborhood special and unique.

### **Save the Date**

Sonoma County Vintners encourages members of the trade to mark their calendars for **April 20, 2018** for the fourth annual Sonoma County Barrel Auction. This event will be held annually on the third Friday of every April.

### **About Sonoma County Vintners**



Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 200 wineries and affiliated businesses throughout the county. To learn more about the Sonoma County Barrel Auction, visit: [SoCoBarrelAuction.com](http://SoCoBarrelAuction.com). To learn more about Sonoma County Vintners, visit: [SonomaWine.com](http://SonomaWine.com).

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