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CONTACT: Anna Goehring  
PHONE: 1 - 877 - 367- 4757  
EMAIL: anna@tiwinefest.com

SEEK OUT THE HIDDEN TREASURE OF LODI WINES  
Lodi Vintners Announce Inaugural Treasure Island WineFest

**LODI, Calif.**, July 16, 2009 -- Bay Area wine lovers will have the unique opportunity to sample premier Lodi wines while taking in the breathtaking views of the San Francisco Bay from the Pavillion by the Bay at Treasure Island. Lodi Wine Country growers and vintners are pleased to announce the inaugural Treasure Island WineFest to be held on Sunday, October 11, 2009 from 1 p.m. to 5 p.m.

The Treasure Island WineFest will give consumers access to the names behind the brands of Lodi's award-winning wines while enjoying culinary creations from Wine Valley Catering. The cost of admission will be \$55 in advance or \$65 at the door.

"We are thrilled to give Bay Area wine lovers a taste of award-winning wines from a rapidly emerging fine wine region," said Mark Chandler, Executive Director of the Lodi Winegrape Commission. "These are great wines, made by real people, from a great place - Lodi Wine Country."

The Treasure Island WineFest will take place on the last day of Fleet Week. There will be an airshow flying simultaneously, promising incredible views for attendees.

Organizers of the event hope Bay Area consumers will view Lodi wines as California's hidden treasure. Lodi wines offer excellent quality, value and variety that are sure to please every palate.

The event will feature handcrafted wine exclusively from the Lodi region, where sustainability is a primary focus. Lodi leads California in sustainable viticulture practices with its third party certification program known as the Lodi Rules for Sustainable Winegrowing, [www.lodirules.com](http://www.lodirules.com). The goal of the program is to reduce the environmental impact of winegrape production through the use of sustainable practices.

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Lodi's wine region produces approximately 20% of California's total winegrape production—more than Napa and Sonoma combined! There are over 60 grape varieties in production ranging from the traditional Cabernet and Chardonnay to exciting new varietals such as Vermentino and Tempranillo. The region has experienced exponential growth since the early 1990's, with over 75 wineries now bringing international attention to the local industry.

For additional information on the Lodi region and the Treasure Island WineFest, please contact the Lodi Winegrape Commission at (877) 367-4757, or visit [www.lodiwine.com](http://www.lodiwine.com) and [www.tiwinefest.com](http://www.tiwinefest.com).

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