



Temecula Valley Winegrowers Association

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

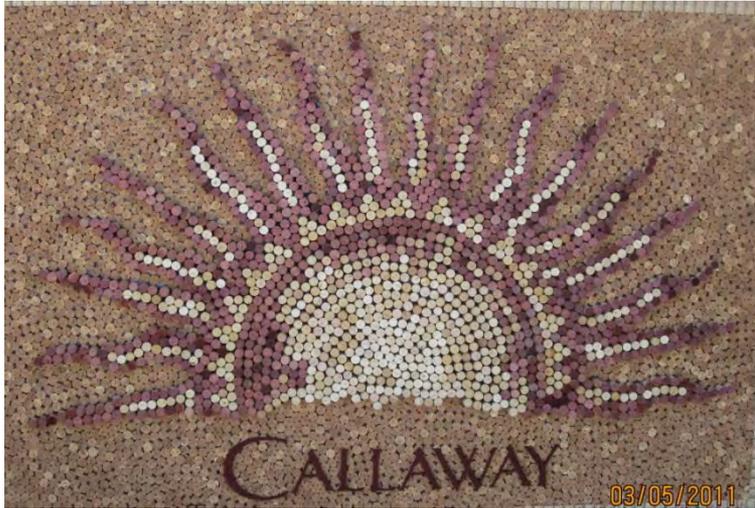
- Annual dues: \$200

Affiliate

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

Fundraising Events

ReCork Program



Fundraising Events

Harvest Celebration

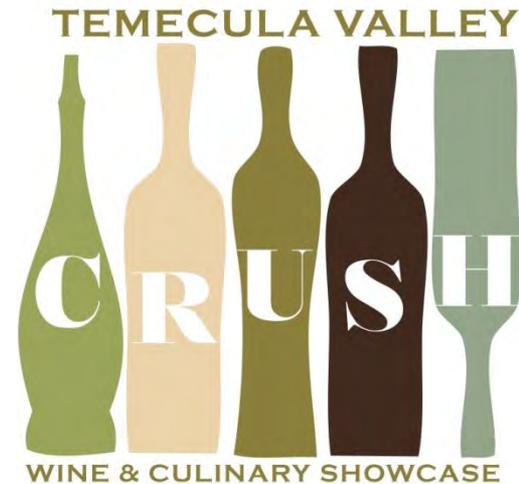
Local Nonprofit Partners



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

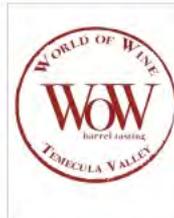
NOTE: The tour will go through the vineyard (weather permitting) and the production facility. Please wear shoes and dress in layers.

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.

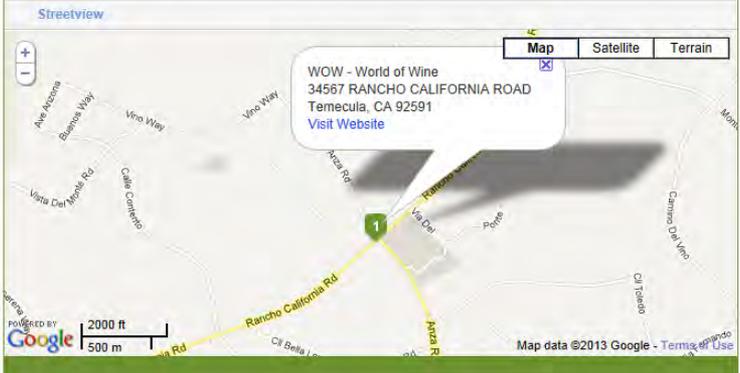
This whirlwind, two day event is a sure sell-out, so please order your tickets early to avoid disappointment.

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 Pevis 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 more learning, viticulture, gardening, sugar consumption and more!
- Grabber with friends or make new ones!

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

Reservations are not necessary, but space is limited. Booking online is strongly suggested!

To Purchase Tickets Visit:
www.temeculavalleywinetrial.org
 or call Deborah Newcomb at 951-694-3861

Slow Food Temecula Valley
 Long Valley
 De Pevis
 Green Valley
 Temecula Valley Winegrowers Association



WINE TASTING
 12pm - 4pm

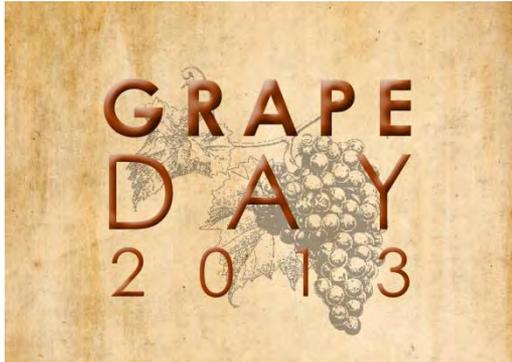
TEMECULA VALLEY Winegrowers ASSOCIATION

Must be 21 & over to enter.

TEMECULA VALLEY Winegrowers ASSOCIATION
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!**

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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 Viki
Meet one of [more details >](#)



Foot Path V
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
Masia de Ys younger win



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



Mount Palo
Mount Palor and producti



Palumbo Family Winery
Located in the heart of T

First Light Vines

Owned by: Stephen Ryder
Phone: 951.440.2614 or
Email: swryder@ameritech.net
Varietals: Cinsault

Fossanova Vineyards

Owned by: Nelson, Debera and Art
Phone: 951.694.4113
Email: 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
Varietals: Primitivo, Syrah

Gershon Bachus Vintners

Owned by: Christina Lesch
Phone: 877.458.8428
Email: christina@gershonbachus.com
Varietals: Cabernet Franc, Grenache, Zinfandel

Gray Family Vineyard

Owned by: Gary Gray
Phone: 951.303.9237
Email: grayfoxtor@msn.com
Varietals: Pinot Gris, Viognier, Zinfandel

Griswold Vineyard

Owned by: Frank Griswold
Phone: 949.291.0067
Email: 1frankieboy@gmail.com
Varietals: Roussanne

Hansen Vineyard

Owned by: Hansen, Phil & Marion
Phone: 951.677.7693
Email: pmhansen2@verizon.net
Varietals: Cabernet Sauvignon

Hart Winery

Owned by: Hart, Joe
Phone: 951.676.6300
Email: jthartwinery@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
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, producing year-round. 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 property 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 temeculawines.org

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/>

“Good wine is a necessity of life for me.”
— Thomas Jefferson

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

Temecula Valley Winegrowers Association
3 hours ago

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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 · 3 hrs
Words of wisdom. Happy President's Day, everyone!
fb.me/JUJGU4L1
Expand

Temecula Winegrowers @temecula_wine · 22 hrs
So beautiful fb.me/2dv65VjzZ
Expand

Temecula Winegrowers @temecula_wine · Feb 16
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

Temecula Winegrowers @temecula_wine · Feb 16
This weekend at Europa Village enjoy Shakespeare in The Vines - "Mary Stuart" Two Queens, One Throne, No Mercy... fb.me/2on5X6o3S
Expand

Temecula Winegrowers @temecula_wine · Feb 12

Recommendations

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

Member Benefits

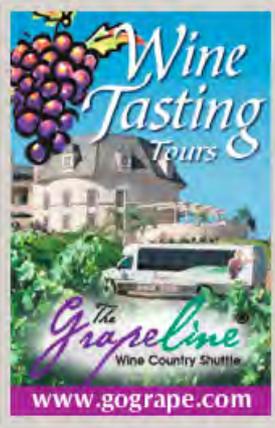
Winery Event Calendar



TWVA EVENTS
WINE COUNTRY CALENDAR OF EVENTS
 WINE COUNTRY MEETING SPACE

WINE COUNTRY **BLOG**
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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	Friday	Saturday
27	28	29	30	31	1	2
Winter Indulgence Spa Treatment California Restaurant Month Special Vintage Vantage Lunch - \$9.99 Divas in D'Vin 12:30pm The Spa +6 more	4pm Happy Hour Lemongrass Ri 10am Craft Fair 11am Moto Barre 1pm Live Music i +3 more	10am Two for Or +3 more Lemongrass Ri 7pm Shakespear 10am Two for Or 3pm Inland Emp 7pm Shakespear +3 more	12:30pm The Spa 4pm Happy Hour Lemongrass Ri 4pm Aphrodisiac 7pm Shakespear Lemongrass Ri 7pm Shakespear	11am Moto Barre +2 more Lemongrass Ri 11am Moto Barre 7pm Shakespear Lemongrass Ri 7pm Shakespear	5pm Sp ant lunc 10pm 1pm Ha Lemongrass Ri 11am Moto Barre 11am Moto Barre 2pm Cupid's Flig 7pm Shakespear	6pm Sp ant lunc 10pm 1pm Ha Lemongrass Ri 11am Moto Barre 11am Moto Barre 2pm Cupid's Flig 7pm Shakespear
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24	25	26	27	28	29	30
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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. If you are not local visit 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
-