



FOR IMMEDIATE RELEASE

October 2011

CONTACT:

Eric Hall

Email: eric@pinotfestival.com

The “Full Immersion” Pinot Noir Event!

8th Annual Pinot On The River Festival Takes Over Healdsburg Plaza

(HEALDSBURG, Calif.) — More than 100 small-production artisanal Pinot Noir producers will join **hundreds of serious Pinot Noir fanatics** at the **2011 Pinot on the River Festival, held October 23, 2011 on the Healdsburg Plaza in downtown Healdsburg** in Sonoma County’s Russian River Valley. The eighth edition of this popular annual event focuses upon **highly allocated, limited-production Pinot Noirs** from up and down the West Coast.

This is a true **“full-immersion” in Pinot Noir**, featuring a full day of tastings from some of the West Coast’s best Pinot producers as well offerings from local artisan cheese makers and other sumptuous food. We are again partnering with the **Boys & Girls Clubs of Central Sonoma** who is hosting a one of a kind VIP Plaza Lounge. VIP guests will join Winemakers and other special guests in this Plaza Lounge for the only on-site seating, premium tasting seminars from 6 premier wineries, fine Sonoma County fare provided by Vintage Valley Catering without long lines, and, of course, plenty of Pinot Noir! There are a limited number of VIP tickets available to ensure maximum comfort, atmosphere, and value. To purchase these tickets, visit www.bgccsc.org. From a **special VIP seminar on Pinot Noir from the Santa Cruz Mountains** all the way through Sunday’s **“Artisanal Pinot Noir Tasting,”** it’s an event created for **people who love Pinot Noir.**

-- more --

“We’ve brought in more than 100 of the **absolute best Pinot producers** on the West Coast,” said co-founder/organizer Eric Hall. “These are incredible wines, that in many cases you simply can’t find in the marketplace. **We are in a “golden age” of American Pinot Noir**—it will be an extraordinary weekend for Pinot lovers.”

Pinot On The River 2011 begins at **9:00 AM on Sunday**, October 23, with our special seminar exploring **Pinot Noir from the Santa Cruz Mountains**. This seminar, moderated by **Gregory S. Walter, editor and publisher of the PinotReport newsletter**, will feature 10 producers from this often undiscovered region **and is available to VIP ticket holders only**. Following the seminar, VIP ticket holders can enter the Grand Tasting ahead of the general public, and enjoy the VIP longue presented by the **Boys & Girls Clubs of Central Sonoma County**, our partners in the event. Noon marks the beginning of the **“Grand Artisanal Pinot Noir Tasting” at the north end of the Healdsburg Plaza**. The event is open to public and individual tickets are available.

Event Sponsors, who support the Boys & Girls Clubs of Central Sonoma County, include M.A. Silva Corks, Collotype Labels, Enartis-Vinquiry, Trilogy Glass, Encore Event Rentals, Dickenson Peatman, & Fogarty Attorneys at Law, Alexander Valley Cellars, C & E Capsules, North Bay Corporation, Bank of Marin, Andras & Gomez Attorneys at Law, Pack-N-Ship Direct, Sonoma County Vintner’s Co-op, and Vintage Valley Catering.

Tickets are on sale now for the event. For more information visit **www.pinotfestival.com** or email **info@pinotfestival.com**.

###

CALENDAR LISTING

2011 "Pinot On The River" Festival Grand Tasting

- When: Sunday, October 23, 2011
- Where: On the Healdsburg Plaza, downtown Healdsburg, Sonoma County
- Public info: For tickets or more information, visit www.pinotfestival.com, email info@pinotfestival.com
- Contact: Eric Hall, eric@pinotfestival.com, 707-922-6362