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## Suisun Valley Grape Growers Association Is *Prime for Prominence*

Suisun, CA – In an effort to advance awareness of the Suisun Valley American Viticultural Area, established in 1982, the Suisun Valley Grape Growers Association (SVGGA) has engaged the services of Turrentine Wine Brokerage and Diaz Communications.

Located in what could be the southeastern-most quadrant of Napa Valley, Suisun Valley is an AVA comprised of 15,000 acres of Ultra Premium, wine-grape farmland; 3,000 of which is planted to wine grapes. The climate of Suisun Valley is just one degree warmer than Napa Valley, and it experiences the same coastal influences of San Pablo Bay throughout the growing season.

Turrentine Wine Brokerage will be using this message of Ultra Premium grapes in direct sales methods to their contacts. This service is available to all SVGGA Members who want assistance in this direct sales promotion. Growers will then negotiate individual contracts from developed leads under their own terms. Bill Turrentine states, “Turrentine Wine Brokerage has agreed to make a special sales effort for SVGGA. Many Suisun Valley Grape Growers are state of art viticulturalists and are already selling to top-flight brands.” This will further the potential and development of Suisun Valley grape growers.

According to SVGGA President Roger King, “The long term direction of this approach ties in with our strategic plan of brand building the Suisun Valley AVA. We’ll look at the results of this first year effort, and then build upon all of the successful aspects. Having Turrentine, a reputable industry brokerage firm, communicating the Suisun Valley AVA to wineries will continue to build recognition for us, and will strengthen the appellation name of Suisun Valley.”

Diaz Communications has also been hired to work with SVGGA’s awareness campaign. “These are two large components of our first year tactical plan, to get our professional grape sales and our PR strengths in place for a major roll out. This overall combination is the foundation for our forward movement as an Ultra Premium, wine-grape growing region,” stated Roger King.

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