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Veterans Day: Dry Creek Valley Wineries Offer Military Personnel Complimentary Tastings This November

Dry Creek Valley, Known as the #1 Region for Zinfandel – America's Heritage Grape, Launches First Annual "Vino for Veterans" Program

HEALDSBURG, Calif. (October 29, 2014)—In honor of Veterans Day on November 11, 2014, the Winegrowers of Dry Creek Valley® (WDCV) are showing their appreciation with complimentary wine tastings for all veterans and active military at several participating wineries during the entire month of November. The Vino for Veterans program, in its first year, pays homage to United States servicemen and women, celeb

“We are extremely grateful to show our appreciation to the military personnel who have selflessly sacrificed themselves for freedom of all Americans,” says Ann Petersen, Executive Director, WDCV. “We are honored to warmly welcome veterans and active duty military into our wineries this November, and always, to taste the best that Dry Creek Valley has to offer.”

Beyond complimentary tastings, Seghesio Family Vineyards and Mill Creek Vineyards and Winery are extending 15% off all wines to veterans year round. Mazzocco Sonoma Winery invites veterans and up to four guests to enjoy complimentary tasting at the winery.

“I had a great experience with the Navy. I learned mental toughness, the importance of hard work, and the need to stand up to challenges. My wife Fran and I had challenges when we first got started as grape growers in 1976, and the discipline I learned in the Navy has translated into skills I use everyday in my vineyard,” says Jack Florence Sr., a veteran and grower for several wineries, including Dashe Cellars, Bella Vineyards and Wine Caves, and others within Dry Creek Valley.

About Winegrowers of Dry Creek Valley

The Winegrowers of Dry Creek Valley® (WDCV) is an association of more than 60 wineries and 150 growers, of which more than 95 percent are small, family-owned operations. WDCV is dedicated to advancing the recognition, enhancement and preservation of Dry Creek Valley as a premium winegrowing region. Anchored by the charming town of Healdsburg, the Dry Creek Valley appellation was officially designated in 1983. Known as a premier zinfandel growing region, Dry Creek Valley is one of California’s oldest wine producing regions and is home to many heritage vineyards ranging in age from 50 to 120 years. To preserve this history and the valley’s pristine beauty, the Winegrowers of Dry Creek Valley supports sustainable viticulture and low-impact farming practices. www.drycreekvalley.org

<http://www.wineindustryadvisor.com/2014/10/29/dry-creek-vino-for-veterans/>