

FOR IMMEDIATE RELEASE



2017 PASSPORT TO DRY CREEK VALLEY COMMITTEE CHAIRS ANNOUNCED

New Chairs Julie Pedroncelli and Patrick Mukaida Bring Deep Wine Hospitality and Event Experience to the Passport Committee

HEALDSBURG, Calif. (November 30, 2016)---Winegrowers of Dry Creek Valley (WDCV) have announced Julie Pedroncelli of Pedroncelli Winery and Patrick Mukaida of Ferrari-Carano Vineyards and Winery will serve as Committee Chairs for the 28th annual Passport to Dry Creek Valley event.

The appointment of Passport Chairs acknowledges leadership and career-long commitment to advancing the recognition, preservation and enhancement of Dry Creek Valley as a premium winegrowing region. As the event nears its 30th year, the Chairs will help to establish pillars that guide the strategy and direction of the weekend, while maintaining its status as the original and gold standard of Passport-style events.

WDCV Executive Director Ann Petersen explains, “Our Passport Chairs were selected because of their long history with the event, dedication to providing an exceptional customer experience and commitment to Passport’s core value of coming together as a community, one weekend a year, to highlight our agricultural heritage. With expanded events like our Prelude to Passport meals and our new Vineyard Designate Experiences, growers and vintners alike have the opportunity to participate in the celebration.”

Passport Chair Bios

Passport Chair Julie Pedroncelli grew up in Dry Creek Valley and is a third-generation family owner of Pedroncelli Winery. As Vice President of Marketing, Pedroncelli began by writing the winery’s first newsletter and developed materials promoting the line of wines for the trade. One of the oldest wineries in northern Sonoma County, Pedroncelli property was founded in 1927 and are approaching their 90th anniversary in Dry Creek Valley.

Born and raised in Sonoma County, Patrick Mukaida is Director of Hospitality for Dry Creek Valley’s largest winery, Ferrari-Carano Vineyards and Winery. Since the tasting room opened almost 30 years ago, Mukaida has been a part of the winery. Throughout Ferrari-Carano’s growth, owners Don and Rhonda Carano have emphasized consummate hospitality, environmental sustainability and premium wines; Mukaida has been an essential part of their team, executing this vision since Day One.

About Passport to Dry Creek Valley

WHAT:

Passport to Dry Creek Valley is a modern tradition with century-old roots, inviting wine lovers to experience the tastes, sights and sounds of the wine country lifestyle at its best. The 28th Annual Passport weekend features 46 participating wineries, who will each transport guests to another time and place, while food and wine pairings showcase the region's viticultural and epicurean masters. With more than 5000 guests each year, Passport to Dry Creek Valley attracts locals and visitors from throughout the United States.

WHEN:

Friday, April 28, 2017 -- Prelude to Passport

Saturday, April 29 & Sunday, April 30, 2017 from 11 a.m. - 4:30 p.m., plus supplemental Vineyard Designate Experiences beginning at 9:30a.m.

TICKETS:

Presale tickets to the 28th Annual Passport to Dry Creek Valley are available now through January 8, 2017 exclusively through participating Dry Creek Valley Wineries. Tickets to this sell-out event go on sale to the general public on February 1, 2017. More information about tickets is available at drycreekvalley.org/events/passport-dry-creek-valley

Facebook: <https://www.facebook.com/drycreekvalley/>

Instagram: <http://instagram.com/drycreekvalleywines>; @drycreekvalleywines

Twitter: <http://twitter.com/DryCreekValley>; @drycreekvalley

Hashtag: #DCVPassport

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Editor's Note: Dry Creek Valley is a premium winegrowing region in northern Sonoma County, California. Winegrowers of Dry Creek Valley® (WDCV) is a 501c6 non-profit trade association of more than 60 wineries and 150 winegrape growers. Formed in 1989, the association represents a multi-generational family community of vintners and growers committed to growing high-quality fruit, producing world-class wines, and welcoming visitors to experience Wine Paired with Life®. Being good stewards of the land means that we are preserving the quality of our wines and the unparalleled beauty of Dry Creek Valley for future generations to discover. Most of our growers engage in sustainable farming practices and many are certified organic or biodynamic. For more information, visit <http://www.drycreekvalley.org>.

Email chelsea@mccuecommunications.com to request web- or high-res jpgs of the enclosed photos. [Click here](#) for photos of last year's Passport to Dry Creek Valley. Photo credit: Charlie Gessell.



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Patrick Mukaida leading a tour at Ferrari-Carano Vineyards and Winery in Dry Creek Valley.



Julie Pedroncelli pouring Pedroncelli Sauvignon Blanc at an event.