



RUTHERFORD DUST SOCIETY

NAPA VALLEY

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**CONTACT: Valerie Moberg, Vintelligent Marketing
(707) 987-9821**

FOR IMMEDIATE RELEASE

April 6th, 2016

RUTHERFORD DUST SOCIETY ANNOUNCES

3rd ANNUAL RUTHERFORD WINE EXPERIENCE ON MAY 13th and 14th

RUTHERFORD, CA – Rutherford Dust Society, the non-profit member association for growers and vintners in the Rutherford Appellation, announced its third annual Rutherford Wine Experience weekend on May 13th and 14th. This popular consumer event evolved from the Rutherford Passport, which began in 2007. Guests will enjoy an intimate, memorable, and dust kickin' experience with the winegrowers, winemakers and wineries in Rutherford. "We're excited about this year's event", says Regina Weinstein, RDS board member and committee chair for the Rutherford Wine Experience. "The Experience was a natural next step from the Rutherford Passport. We listened to what consumers wanted, and expanded from a passport style wine tasting, to a more inclusive, educational platform. And the Big 'Ol party will be a fun way to wrap it all up!"

The weekend begins on Friday, May 13th with an evening Welcome Reception (7:00pm-9:00pm), followed on Saturday, May 14th by two morning time blocks (9:30am-11:00am and 11:30am-1:00pm) of special wine tasting seminars and vineyard tours, and finishing up with the first ever Rutherford Big Ol' Party on Saturday afternoon (1:00pm- 4:00pm).

At the Big Ol' Party guests will kick up some Rutherford Dust and celebrate the appellation's fine wines with its winegrowers and winemakers. The afternoon festivities will include live music, wines from multiple Rutherford wineries, down-home BBQ made by Alpha Omega proprietor Robin Baggett and a silent auction.

The Rutherford Experience can be personalized, with the option to purchase a la carte tickets to the Friday Welcome Reception (\$70), the Saturday seminars (\$90), and the Saturday afternoon Big Ol' Party (\$90), or an All-Inclusive Rutherford Enthusiast Pass that will give them access to all of the events (\$225, a savings of \$25 per person). All ticket options are available for purchase now on at www.rutherforddust.org/wine-experience/.

Tickets *will not* be available on the weekend of the event.

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Seminars and events will be hosted by Beaulieu Vineyard, Beckstoffer Vineyards, Chavez and Leeds Family Vineyards, Honig Vineyard & Winery, Inglenook, PEJU, Piña Vineyard Management, Provenance Vineyards, St. Supéry Winery. Each event will allow guests to get to know Rutherford on a deeper level by focusing on a unique story about the historic Rutherford Appellation's terroir, winegrowers, and wineries.

For more information about the upcoming May event, including a complete list of participating wineries and details of their Wine Experience offerings, please visit www.rutherforddust.org, Rutherford Dust Society's [Facebook page](#), or email info@rutherforddust.org.

About Rutherford Dust Society

The Rutherford Appellation is located in the historic heart of the Napa Valley. It is known world-wide for its signature "Rutherford dust", a term used to reflect its terroir, its deep connection to the soil in the vineyards, the wine and the wineries of Rutherford. In collaboration with its grower and vintner members, RDS focuses on helping wine consumers, trade and media discover the celebrated Rutherford terroir, while promoting highest quality standards for grape growing and winemaking in the region and supporting other Rutherford non-profit organizations like the Rutherford Grange, the Rutherford Volunteer Fire Department and the Rutherford 4-H. For more information about the Rutherford Appellation and the Rutherford Dust Society, please go to www.rutherforddust.org.

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