

El Dorado wineries find receptive drinkers in The City

El Dorado County's wineries recently brought their version of gold from the Sierra Foothills to San Francisco and returned with valuable sales leads and exposure to a new, appreciative audience.

Approximately 300 trade members and consumers enjoyed medal-winning Zinfandel, Bordeaux, Rhone and Burgundian varietals poured by 24 wineries in the posh surroundings of Postrio Restaurant near Union Square.



Diane Stading, owner of Auriga Cellars in El Dorado County, talks with a member of the wine trade in San Francisco.

Photo/Provided

It was the first San Francisco trade/consumer tasting conducted by the El Dorado Winery Association. Winery representatives picked up several sales leads and enjoyed introducing people to El Dorado -- a region gaining

recognition for its diversity of award-winning wines.

Beth Jones, owner of Lava Cap Winery in Placerville and president of the El Dorado Winery Association, was pleased to receive inquiries from several restaurants on pricing and availability of Lava Cap wines including Chardonnay, Sauvignon Blanc and Zinfandel. She also was able to visit with travel and trade media during the tasting.

“The event opened up several new sales avenues, not only for Lava Cap, but for all of our association’s wineries,” Jones said.

Miraflores Winery winemaker Marco Capelli poured alongside manager Matricia Haigood.

“It was a perfect event for getting in touch with the San Francisco marketplace, and great exposure to consumers who were not familiar with El Dorado,” Haigood said. “We came away with several restaurant leads that our local distributor can use to expand our sales interests in the Bay Area.”

EDWA plans to conduct similar tastings in other cities the future.