

El Dorado Winery Association receives grant to assist with marketing

El Dorado Winery Association is one of nine organizations to receive a marketing focused grant for agriculture education and outreach and one of three organizations focused on California wine.

The \$179,000 grant is from the California Department of Food and Agriculture.

The money, which will be given out over three years, will help with the winery association's marketing campaign Taste At A Higher Level.

"Receiving this grant is a vote of confidence for El Dorado Wine Country," Beth Jones, EDWA president and co-owner of Lava Cap Winery, said in a statement. "We are excited to share our unique assets, which is part of our new marketing campaign targeting key markets important to our constituents."