



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy



For Immediate Release

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CCOF and the Pruneyard Stage Inaugural Organic Beer and Wine Tasting Event

(May 20, 2009) Santa Cruz, CA., The Pruneyard has teamed up with CCOF, one of the nation's largest organic certification agencies, to host its first-ever Organic Beer and Wine Tasting event in Campbell on Friday, June 12, from 4 – 8 pm. Event goers will have the opportunity to sample a wide range of different organic beer and wines and chat direct to the winemakers and brewers.

Breweries from throughout California will provide distinctive varieties that set them into categories all of their own. There to tempt the taste buds will be Santa Cruz-based Uncommon Brewers and their neighbor Santa Cruz Mountain Brewing, Bison Organic Beers of Berkeley and Eel River Brewing Company from Scotia, California. Uncommon Brewers will be sampling their ever-popular 'traditional beers brewed with uncommon style', while Bison Brewers will be offering tastes of their organic Chocolate Stout, India Pale and Honey Basil Ales. Eel River Brewing will offer an organic Acai Berry Wheat beer.

Ineeka Teas, a Chicago based producer of certified organic and biodynamic tea, will also present. They will be sampling their new, award-winning, certified organic, green tea beer, "Himalayan Green Tea Bier". The innovative, artisan crafted beer is a combination of freshly brewed organic malt, hops, ginger, and green tea grown on Ineeka's organic, biodynamic and fair trade farms in the Himalayas. The organic beer was launched in March at Natural Products Expo West in Anaheim, where it garnered immediate acclaim when it won the award for Best New Product/Most Unique Product at the tradeshow.

Local wineries from the Central Coast will present alongside those from Sonoma and Napa counties. On offer will be a wide range of varietals. Some of the wineries participating include: Kathryn Kennedy Winery of Saratoga featuring their Sauvignon Blanc and 2007 Estate Cabernet; Calera Wine Company of Hollister providing tastings of their Pinot Noir and Chardonnay; Adastra, from Napa, pouring their signature Chardonnay and Pinot Noir alongside Hagafen Cellars, also from Napa, sampling a Lake County White Riesling. Chance Creek Vineyards and Wines of San Francisco will be promoting their 2006 Terroir 96470 and a 2005 Sangiovese, while Sunstone Vineyards and Winery will bring a 2007 Viognier, 2008 Rose and a 2006 Merlot and Terra Savia, from Hopland will be proudly pouring a 2005 Reserve Petit Verdot.

“No matter what type of wine you prefer, you’ll be sure to find one to your liking in our wide organic selection,” says Jane Baker, Director of Sales & Marketing for CCOF. “We’re really pleased to have been able to partner with the Pruneyard to organize this entertaining and educational event.”

In addition to the myriad of beverage tastings, participants will have the chance to bid in a Silent Auction fundraiser for some amazing prizes donated by the vendors including bottles of the best wines, gift boxes of beer, and brewery and winery tours. Uncommon Brewers have donated a brewery tour for up to six people, Medlock Ames from Healdsburg has donated a tour and tasting for six people of exclusive Healdsburg ranch and Santa Cruz Silver Mountain Vineyards has provided a private tour and tasting with hors d’oeuvres for 12 plus a magnum of wine.

Tickets are \$20 for 10 tastes or \$15 for 5 tastes, which includes a commemorative wine glass. Proceeds from the event will help fund CCOF’s nonprofit education, advocacy and outreach programs. For more information and to buy tickets online visit the CCOF website at www.ccof.org/ccoftasting.php.

About CCOF

CCOF certifies more than 2,100 organic farmers, processors, handlers, retailers, and private labelers in 35 states and three countries. California. More than 350 CCOF supporting members are comprised of consumers, suppliers, individuals and businesses interested in furthering CCOF’s work. More information on CCOF can be found at www.ccof.org

More information on the Pruneyard can be located at <http://thepruneyard.com/>