



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy



For Immediate Release

Contact: Jane Baker
CCOF Marketing Director
(831) 423.2263 ext 27
jane@ccof.org

Toast to the Environment at 5th Annual San Francisco Organic Beer and Wine Tasting

(July 8, 2010) Santa Cruz, CA. Organic is just the beginning for many of the vintners and brewers who will pour at CCOF's fifth annual Organic Beer and Wine Tasting Event on Friday, October 29 at the San Francisco Ferry Building. From industry pioneers to the next generation, this event presents a unique opportunity to talk with over 20 organic beer and wine producers and listen to them tell their stories of environmental conservation (between sips of their innovative and award-winning offerings).

CCOF, one of the largest organic certifiers in the U.S., reports that organic wine is among the fastest growing sectors of organic. The wines featured at the tasting will come from organic farms in California's premiere grape growing regions, including Napa, Sonoma, Mendocino, Santa Cruz, Santa Barbara, and Lake counties. Wineries increasingly recognize that preserving the precious resources of these areas goes hand in hand with producing top quality products. Organic farmers use natural fertilizers and pest control methods to make sure their vineyards stay healthy. Emtu Estate Wines raises orphaned birds of prey, and is proud of the fact that many owls stick around as grown-ups, becoming part of the vineyard's ecosystem.

Eventgoers will appreciate the thought these companies put into their energy use and waste streams. Uncommon Brewers chose to package their unique beers in aluminum cans. Not only is this the best way to protect beer from spoilage due to light exposure, aluminum is easier to recycle than glass and lightweight to save energy in shipping. Barra of Mendocino recently partnered with another CCOF operation, Ukiah Natural Foods Co-op, to help Redwood Valley residents recycle their wine corks. The corks collected at drop-off locations in the valley are shipped to ReCORK for grinding and used by SOLE to make cork-based socks and shoes! Many of the featured producers also use smart design and alternative energy sources to reduce their carbon footprints.

The ever-growing turnout for CCOF's beer and wine tasting event is a testament to the organic wine sector's growth in quality and to consumers' desire to enjoy themselves while minimizing their impact on the environment. In addition to favorites from past years, this year's tasting will feature two new wineries and one new brewery. Domaine Carneros will pour their 2006 Brut and their 2007 Estate Pinot Noir, and Kelseyville Wine Company will offer a 2007 Cabernet Sauvignon as well as their newly certified 2009 Zinfandel. Napa Smith Brewery will round out the beer sampling with their new organic IPA.

Tickets are \$30 for unlimited beer and wine tasting and a commemorative wine glass. Special food pairings from the Ferry Building Marketplace artisans will also be available for purchase. Proceeds from the event will help fund CCOF's education and outreach programs. For a complete list of vendors and to buy tickets in advance, visit the CCOF website at <http://www.ccof.org/ccoftastingsanfrancisco.php>.

About CCOF

CCOF (California Certified Organic Farmers), a nonprofit organization, was founded in 1973. CCOF's mission is to certify, educate, advocate, and promote organic through:

- *A premier organic certification program for growers, processors, handlers, and retailers.*
- *Programs to increase awareness of and demand for certified organic product and to expand public support for organic agriculture.*
- *Advocacy for governmental policies that protect and encourage organic agriculture.*

CCOF certifies more than 2,160 organic operations in 34 states and three foreign countries and serves over 350 supporting members - consumers, suppliers, businesses and individuals - interested in supporting its work