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## **Mexican-American Vintners Launch Historical Wine Industry Group Event on July 30 at Maldonado Vineyards in Calistoga**

Press Release: Napa, CA—For the first time in US wine industry history, Mexican-American vintners and wine industry leaders have joined forces to officially launch the Napa Valley Mexican-American Vintners Association (NVMAVA).

Formed as a 501(C)6 non-profit organization, NVMAVA's mission is to promote Napa and Sonoma County wines produced by Mexican-American vintners, to advocate quality standards for its members and to promote and support the contributions of Mexican-Americans to the wine industry.

Organizational programs will include marketing and selling wines nationally and abroad, achieving and maintaining high industry standards, support for current and future members in all wine-related areas and educational opportunities for the general public and students interested in a wine industry profession.

"I am very proud to be part of NVMAVA and thankful to all of the founding vintners who committed countless hours towards making this dream a reality. From its inception, we felt that we owe it to our community, our heritage and, most importantly, to our ancestors whose strong work ethic and sacrifices laid the foundation for our own success. Through our collective and united efforts we will strive to nurture and support future generations of Latino growers, vintners and executives," states Rolando Herrera, NVMAVA president and owner of Mi Sueño Winery.

Founding NVMAVA members include Alex Sotelo Cellars, Fernando Candelario, Ceja Vineyards, Encanto Vineyards, Maldonado Vineyards, Mi Sueño Winery, Rios Wine Company, Robledo Winery and Volcan.

To celebrate this historical wine industry milestone, NVMAVA is hosting BAUTIZO (Spanish for "Christening") an inaugural wine and food event to kick-off the association and reveal its official logo. Bautizo will be held Saturday, July 30, 2011, 4 to 7 p.m. at Maldonado Vineyards, 3070 Lawley-Old Toll Rd., Calistoga.

BAUTIZO attendees will have a rare opportunity to enjoy the Maldonado Vineyard property as it is only open by private appointment; but, on July 30, guests will have VIP access to its vistas and caves. Event highlights will be the history-making reveal of the official NVMAVA logo, an opportunity to meet founding vintners and taste members' wines including, Alex Sotelo Cellars, Ceja Vineyards, Delgadillo Cellars, Encanto Vineyards, Maldonado Family Vineyards, Marita's Vineyards, Mi Sueño Winery, **Renteria Wines**, Robledo Family Vineyards, Rios Wine Company and Voces Wines. Small palate samplings from premiere Napa Valley chefs will also be featured. Latin jazz artist Robert Gastelum will perform.

Tickets are \$85 per person in advance and \$100 at the door, if available. This exclusive wine industry historical event is expected to sell out, as only 200 attendees will be admitted. Advance ticket purchase is highly recommended. For tickets and more information about the Napa Valley Mexican-American Vintners Association, visit [www.nvmava.org](http://www.nvmava.org).

## About NVMAVA

Napa Valley Mexican American Vintners Association was founded in 2011 to promote Napa Valley and Sonoma County wines produced by Mexican-American vintners, to advocate quality standards for its members and to promote and support the contributions of Mexican-Americans to the wine industry. Organizational programs will include marketing and selling wines nationally and abroad, achieving and maintaining high industry standards, support for current and future members in all wine related areas and educational opportunities for the general public and students interested in a wine industry profession.