

Founded in 1976, the Wine Road is a winery association representing
Alexander, Dry Creek and Russian River AVAs.

This page is designed to help you determine if your winery or lodging will fit the requirements for membership to Wine Road.

To apply for membership, see if you can answer YES to the following questions:

1. We produce a minimum of one wine that is from the Alexander, Dry Creek or Russian River AVAs.
____ YES ____ NO
2. Our winery/tasting room is located within either the Alexander, Dry Creek or Russian River area.
____ YES ____ NO
3. Wine (made from Vitis vinifera grapes) is our **primary** product. ____ YES ____ NO

If you answered YES to the above three questions, then you may apply for a Winery Membership.

If you are a winery within a co-operative tasting room, we have two options.

1. A membership for each winery within the co-op (\$1000 per year). Thus each winery would have their own dot on the printed map, their own web page and their own listing in our event programs. They would each be eligible for their own event reimbursements when one is offered.
2. The group of wineries within the co-op could pay one membership (\$2000) and have one dot, webpage event listing and reimbursement, all in the name of the co-op, not each winery within the co-op.

A co-operative is a winery tasting room where each winery has a stake in the business.

Applicant must state that they are a true co-op with each winery as a vested participant.

A wine shop, wine bar, liquor store etc., would not qualify for membership.

Associate Lodging Membership

You need to be a licensed lodging property within the three AVAs we represent (Alexander, Dry Creek or the Russian River Valley). You need a minimum of 4 guest rooms and you must not be licensed as a Vacation Rental. You will need to provide copy of your most recent TOT payment.

Along with the completed application, you will need to;

- • Submit a copy of your current ABC 02 license
- • Submit your county Use Permit, or if within city limits, your city permits
- • For a co-op, each winery within the co-op must provide a copy of your current 02 license
- • Lodgings will need to submit their most recent TOT payment record and their business license.

All applications are reviewed and approved by our Membership Committee three times a year, their meetings are in; **April, June, and September**. Completed applications must be received at the Wine Road office by the last week of March, May and August to be reviewed.

Please sign all paperwork & submit all forms, permits, licenses and the fee at the same time. It may be mailed to: Wine Road, PO Box 46, Healdsburg, CA 95448

Please do not submit partial paperwork, or apply before permits are in place.



Co-Op Tasting Rooms Please Note;

Whether you apply as individual wineries or as one entity **every winery** within the co-op must meet the standard of having at least one wine from Alexander, Dry Creek or the Russian River AVA or your membership will not be approved for any of the wineries involved within the co-op.

The primary focus of the Wine Road is to promote the three AVAs in northern Sonoma County.

Wine Road Membership Application

Membership Committee will review at their next quarterly meeting.

- ___ We are applying for Regular Winery Membership (yes to questions 1, 2, 3 on page 1)
- ___ We are applying for Associate Lodging Membership - \$500 per year
- ___ We are a co-operative tasting room. Every winery within our co-op has at least one wine from Alexander, Dry Creek or the Russian River AVA.
- ___ We are applying in the name of the co-op - \$2000 per year
- ___ We are applying in the name of each individual winery - \$1000 per year, per winery

PLEASE PRINT – please complete all information

Winery Name: _____

Contact Person: _____

Mailing Address: _____

Street Address: _____

City: _____ Zip Code: _____

Phone for website and printed map _____

Fax _____

Phone for contact person if different: _____ Cell _____

Email for webpage on wineroad.com: _____

Email for contact person: _____

Email for others who need our weekly newsletter: _____

Website _____ Twitter name: _____

Assessments are due each year on August 1st

Regular Member \$1000 per year / Lodging Member \$500 per year

Co-op Winery Member \$2000 per year

Signature _____ Date _____

Print Name _____ Title _____

Form must be signed to be reviewed by Membership Committee.

Your signature signifies all of your information is accurate and that you agree to our terms of membership.

- All announced deadlines for event participation or other promotional programs organized by the Wine Road are communicated to members via our weekly email. It is the responsibility of the member to notify our office if you do not receive this weekly notice. We do not accept late program information for our events.
- For ALL Wine Road sponsored events the ONLY wines which may be promoted MUST have Alexander, Dry Creek or Russian River on the label. You may pour other wines at the event, but they may not be promoted via Wine Road programs, maps, or event materials.
- The Wine Road office is closed on the Monday following each event weekend. Beginning on Tuesday following the event weekend, members will have 9 business days to return ALL remaining supplies and accounting paperwork. You can return during office hours Tuesday through Friday the week after the event and Monday through Friday the following week.
- On the 15th day following the event, any winery that has not returned supplies and paperwork will be listed in the Weekly Memo as delinquent and removed from the Wine Road website.
- The Board understands many wineries need to submit paperwork to an accounting department to have a check cut. Therefore we are only requesting the supplies and accounting paperwork within the 9 days. You will have 30 days from the event to actually turn in your check for ticket sales.
- If a reimbursement is being offered for food or other expenses, all paperwork must be turned in within 9 working days of the event. After 30 days you forfeit ALL of your reimbursement.
- If all supplies and accounting paperwork are not turned in within 3 weeks of an event you will NOT be allowed to participate in the next Wine Road event.
- All event participants must be prepared to sell tickets at the door.
- Any member that signs up to participate in an event, then changes their mind AFTER material has been printed and ticket sales have launched will be fined \$5000. No effort will be made to remove member from online event info, or from the ticket order page until the fine has been paid. Plan accordingly.
- All new members must attend a Responsible Hospitality Training PRIOR to participating in any Wine Road event. The Wine Road requests that all wineries participating in events stick to the advertised times (open at 11:00, close at 4:00), in an effort to be responsible hosts.
- The Wine Road reprints our map on an as needed basis – typically every 6-7 months.
- Members are listed on WineRoad.com within two weeks of their membership approval.
- Each member page has room for two photos and one video – all can be updated as needed by the member (pages are password protected).
- If you join after event deadlines, you will not be included in the event.
- Members are encouraged to participate in all three of our annual events – but not required.
- All applications are subject to approval by the Membership Committee.

If your application is denied you may write a letter to request a review by the Board of Directors.

I have read, understand and agree to these terms of membership.

Signed _____ Print _____

Title _____ Date _____

Please submit all information at one time:

Contact page – page 2 Signed Terms of Membership – page 3 & page 5 AVA Guidelines Amenities Page – page 4 Winery: ABC 02 license & County Use Permit or City License TOT receipt for lodging Payment of \$1000 or \$2000 for wineries or \$500 for lodgings.

All completed applications are reviewed by the Membership Committee, at their meetings.

WINE ROAD ~ Winery and lodging information for our website “search” features

Winery/Lodging Name _____ Contact Person _____

Located in: Alexander V Dry Creek Russian River Healdsburg

Check ALL that apply.

WINES:

- Alicante Bouschet
- Barbara
- Big Red
- Black Muscat
- Blended Red Wines
- Bordeaux Style Blends
- Brandy
- Cabernet Franc
- Cabernet Sauvignon
- Carignane
- Champagne
- Charbono
- Chardonnay
- Chenin Blanc
- Cinsaut
- Dolcetto
- French Colombard
- Fume Blanc
- Gewurztraminer
- Grenache
- Late Harvest Wines
- Malbec
- Marsanne
- Mataro
- Merlot
- Mourvedre
- Muscat
- Muscat Canelli
- Petit Verdot
- Petite Sirah
- Pinot Grigio
- Pinot Gris
- Pinot Noir
- Port
- Rhone Style Blends
- Riesling
- Rosa Bellissima
- Rosé
- Rousanne

- Rushin River Red
- Sangiovese
- Sauvignon Blanc
- Semillon
- Shiraz
- Sparkling Wine
- Sweet Reds
- Sweet Whites
- Syrah
- Tempranillo
- Valdiguie
- Viognier
- White Zinfandel
- Zinfandel
- Other _____

WINERY AMENITIES:

- Air Conditioning
- Bocce Ball
- Cave
- Evening Wine Tasting
- Gardens – flower/rose/culinary
- Gift Shop
- Group Tours by Appointment
- Handicap Accessible
- Open by Appointment Only
- Pets Allowed
- Picnic Facilities
- Restaurant/Food Available
- Special Event Facilities Available
- Tasting Fee
- Tasting Fee Complimentary
- Tasting Fee Refundable with Purchase
- Wedding Facilities
- Winery/Vineyard Tours
- Winery/Vineyard Tours by Appt.
- Wine Also Sold by the Glass
- Wine & Food Pairing - daily
- Wireless Internet

LODGING AMENITIES

- Afternoon snacks/wine tasting
- Air Conditioning
- Bocce Ball
- Concierge Service
- Conference Facilities
- Continental Breakfast
- Dining
- Fireplace
- Fitness Room
- Full Breakfast
- Gardens
- Gift Shop
- Handicap Accessible
- Hot Tub
- In-Room Fireplace
- In-Room Jetted Tubs
- Pets Allowed
- Picnic Facilities
- Pool
- Private Bath
- Private Deck
- Reservations Suggested
- Sauna
- Shared Bath
- Spa On Site
- Special Event Facilities
- Telephone
- Tennis Courts
- TV and/or DVDs
- Wedding Facilities
- WiFi Available

More detailed information can be written into your text. The items above are in our SEARCH database.



WINE ROAD NORTHERN SONOMA COUNTY Member Acknowledgment and Agreement

As a member of Wine Road Northern Sonoma County (“Wine Road”), the winery shown below (“Member”) acknowledges that Wine Road’s sole purpose is;

- To promote the following three AVAs: Alexander Valley, Dry Creek Valley and Russian River Valley.
- Therefore, Member agrees that it will only post information to Wine Road social media sites, Wine Road online or print media and at Wine Road sponsored events that promotes wines from the three AVAs listed above.
- In the event that Member posts information promoting wine from outside the three AVAs, Member authorizes Wine Road to edit or remove the posting.

The undersigned individual warrants and represents that he/she is authorized to sign this Acknowledgement and Agreement on behalf of the Member, he/she has read the terms and conditions set forth above and by his/her signature binds the Member to them.

Winery Name: _____

Signed: _____ Date: _____

Title: _____