



East Bay Vintner's Alliance Vision Statement

www.eastbayvintners.com

The East Bay Vintner's Alliance (**EBVA**) is a collection of twenty-two innovative, urban wineries spanning from Alameda to North Berkeley, and producing some of the highest quality wine through means of sourcing the best fruit and ingredients possible. Founded in 2007 and officially headquartered in Oakland, CA, the EBVA prides itself in being the "earliest group of modern age winemakers," sourcing fruit from Oregon to Southern California, and as far away as the Rhone Valley in France. The EBVA uses both cutting-edge and traditional methods to create destination-worthy wines in an undiscovered, urban wine country.

"Because we are not tied to land, we have the freedom to experiment and really let the fruit and the quality of the ingredients speak for themselves," says owner of Urban Legend Cellars and EBVA member, Steve Shaffer.

Twenty-two wineries and seven tasting rooms make up the body of the EBVA producing over a hundred diverse award winning wines including Whites, Rose's, Reds, Ports and fruit desert wines, using varietals from Barbera to Zinfandel, including, Cabernet Sauvignon, Grenache, Syrah, and Pinot Noir among others. The group's biggest annual events are their "Passport to the East Bay Wine Trail," in each spring (March/April) and their "Urban Wine Experience (UWX)," each summer (July/August.) "Passport" takes place at each of the seven tasting rooms that open for the public on this day, and the "UWX" is typically held in Jack London Square in Oakland and is in partnership with local East Bay restaurants, showcasing not only the wine of the EBVA but also the local cuisine pairings, and other various sponsors.

The EBVA is a group of urban winemakers who are not only largely consumer conscious, keeping the price point of many of their wines extremely competitive, but also environmentally responsible. Their mission is to create awareness of their group as the best, local source for purchasing wine in the Bay Area, and also to create national awareness and excitement about this new, growing trend and chapter in urban winemaking.

**FOR MORE INFORMATION PLEASE CONTACT 6TH GENERATION MEDIA
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