



A CELEBRATION OF LOCAL FOOD, WINE & BEER

September 30 - October 2

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FOR IMMEDIATE RELEASE

MARKETPLACE PHOTOS: <http://ow.ly/491E304IP16>

“Wine Country Marketplace” Among Highlights of 2016 Sonoma County Harvest Fair

Fairgoers can buy award-winning wines, specialty foods and local goods

SANTA ROSA, CA – September 19, 2016 – The Sonoma County Harvest Fair offers an exclusive one-stop shopping opportunity for those who would like to take home the gold. The Wine Country Marketplace, located in the Hall of Flowers building, is free with gate admission and features all the gold-medal-winning wines, regional specialty foods and creations of local artisans.

Wine lovers will be pleased to know that the Marketplace offers 5% off of individual bottles, with increasing discounts for multiple-bottle purchases. Cases earn a 15% price break. Patrons who purchase wine during the Fair will receive a 10% off coupon that can be used at Sunday night’s Wine Clearance Blow-Out Sale. After the Harvest Fair closes that evening, the Marketplace will remain open for this special event. During the blow-out sale, all wines will be marked down 20%. The customer appreciation coupons given during the Fair can be used to save an additional 10% off clearance sale purchases. Please note that the Wine Country Marketplace offers carrying cases, curbside pickup and on-site shipping.

For those looking to handle their holiday shopping early, the Marketplace is a perfect venue. The wide variety of vendors makes finding unique gifts truly fun and easy.

In addition to providing a satisfying shopping experience, the Wine Country Marketplace offers free educational opportunities:



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- Twice daily during the Harvest Fair, local wine experts conduct Wine Tasting Seminars. Take advantage of this chance to learn everything you always wanted to know about wine tasting but were afraid to ask! (Must be 21 or over; tastings included.)
- Each day before the Wine Tasting Pavilion opens, Chef Demonstrations featuring renowned Sonoma County chefs are held in the Marketplace. Attendees have the opportunity to taste a sample of the food being prepared, paired with wine. Presenters include Sheana Davis (culinary educator, and owner of the The Epicurean Connection), award winning chef Christine Piccin (Chef/Instructor at the Santa Rosa Junior College), Mark Kowalkowski Executive Chef (Oliver's Markets of Santa Rosa), Thomas Schmidt (Executive Chef, John Ash Restaurant of Santa Rosa), and Doug Cavaliere (Pastry Chef, Costeaux French Bakery of Healdsburg).

Just outside the Wine Country Marketplace is the Harvest Fair's Wine Patio, where Fairgoers can enjoy wine tasting and live instrumental music in a relaxing environment. Special tasting opportunities on the Wine Patio include Port & Chocolate (\$5 per taste) and Taste the Golds (\$20 for 4 tastes of gold-medal-winning wines in a commemorative glass).

The 2016 Sonoma County Harvest Fair is September 30-October 2 at the Sonoma County Events Center at the Fairgrounds in Santa Rosa. The popular and prestigious annual event includes the World Championship Grape Stomp, wine, beer and cider tasting, food and wine-related seminars, workshops and much more. For information, visit HarvestFair.org or call (707) 545-4200. You can also follow "Sonoma County Harvest Fair" on Facebook.

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