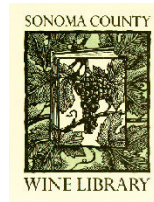


**Subject:** Author/Editor at Sonoma County Wine Library  
**From:** joe gargiulo <joegargiulo@pon.net>  
**Date:** Wed, 23 Nov 2005 07:13:05 -0800  
**To:** info@jagpublicrelations.com

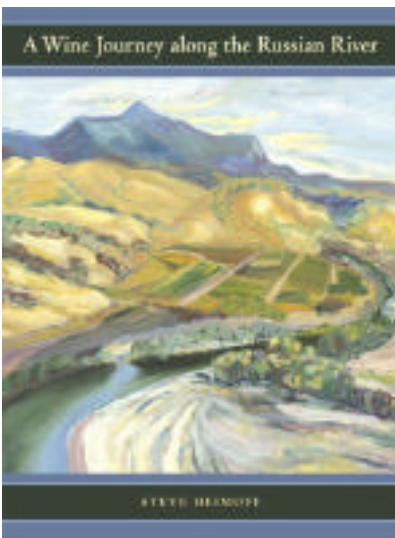


**FOR IMMEDIATE RELEASE**

**Contact:** Bo Simons (707.433.3772 x5, [bo@sonoma.lib.ca.us](mailto:bo@sonoma.lib.ca.us) )  
JAG Public Relations (707.795.9400, [joegargiulo@pon.net](mailto:joegargiulo@pon.net) )

**WINE LIBRARY ASSOCIATES OF SONOMA COUNTY  
present Author/Wine Editor Steve Heimoff**

**Healdsburg, California (August 3, 2005)** -- The Wine Library Associates of Sonoma County present an evening with author/wine editor Steve Heimoff on Saturday, September 10 from 7-9 PM at the Healdsburg Regional Library (139 Piper Street at Center Street). Heimoff will discuss highlights from his recently published book, *A Wine Journey along the Russian River* (University of California Press, 2005). The event features wines from a handful of notable Russian River producers (Williams-Selyem, Rochioli, Merry Edwards, Kendall-Jackson, Seghesio and J) with gourmet cheeses and finger foods. Admission is \$20 per person (\$15 for members of the Wine Library Associates). Call 707.431.2898 for reservations.



Heimoff takes readers on an intimate and enlightening tour of one of California's most diverse and accomplished wine areas as he travels along the Russian River and talks with growers and vintners from the Cabernet country of the Alexander Valley to the Pinot Noir producers of the Sonoma coast. This first comprehensive look at the natural history and winemaking practices of the region by one of America's most respected wine critics brings the Russian into the exalted company of the great wine rivers of the world -- the Loire, the Rhône, the Rhine, the Mosel, and the Douro. *A Wine Journey along the Russian River* is part wine guidebook, part history and geology, and part travelogue of the author's adventures in wine country.

Heimoff guides readers along the length of the scenic river, from its warm, northern border with Mendocino out to foggy Jenner. He discusses the history and progress of Alexander Valley Zinfandel and Cabernet Sauvignon, Russian River Valley and Sonoma coast Pinot Noir, Sonoma County's Rhône-oriented wines, old-style field blends, and other interesting wines. In the process, he introduces readers to many of the growers and vintners who have made Sonoma County famous. Describing how the river's formation and evolution, both products of the planet's fiery tectonic past, as well as the region's complex climate, have created the potential for unparalleled viticultural enclaves, and recounting how a variety of people realized that potential, Heimoff provides a fascinating explanation of why the Russian River's reputation as a premium winegrowing region continues to grow.

"Heimoff's wine descriptions are tantalizing, and he includes a useful list of recommended wines and producers for those looking to develop knowledge of the region. His reportage on the development of certain grapes in the area, such as Alexander Valley's cabernet sauvignon and Russian River Valley's pinot noir, is nicely balanced between anecdotal and factual. And his descriptions of encounters with prominent growers and vintners, some of which include photos, are particularly enjoyable. ... [A] carefully researched paean to the geological richness, colorful history and continuously evolving wines of the area." -- *Publishers Weekly*

A native New Yorker, Steve Heimoff discovered wine when he moved to San Francisco to attend graduate school in the late 1970s. His interest quickly flared into passion. He began writing for *Wine Spectator* in the late 1980s and transferred to *Wine Enthusiast* in the early 1990s, where he continues as West Coast editor. Heimoff is currently working on his second book, also for the University of California Press, entitled *New Classic California Wine Makers: Conversations with Steve Heimoff*.

The Wine Library Associates of Sonoma County ([www.sonomaodyssey.org](http://www.sonomaodyssey.org)) is a non-profit organization that supports the Sonoma

County Wine Library by raising funds, sponsoring events and providing volunteers. (The wine industry and the Sonoma County Library contribute other funding.)

The Sonoma County Wine Library is a special collection and service of the Sonoma County Library that is located in the Healdsburg Regional Library (139 Piper Street). Funded in part by the local wine industry, the library provides business, technical, historical and consumer information on wine. Its collections comprise more than 5,000 books and subscriptions to some 80 periodicals as well as maps, photographs, labels, clippings and extensive current and historic wine information files. Visit [www.sonoma.lib.ca.us/wine.html](http://www.sonoma.lib.ca.us/wine.html) for more information on the Wine Library or [www.winefiles.org](http://www.winefiles.org) to access its one-of-a-kind online database.

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