



# Press Release

FOR IMMEDIATE RELEASE

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## **Chronicle Wine Competition Director to Head up 2014 Lake County Competition**

*Public Tasting Event – 2014 People’s Choice Wine Tasting, June 14, 2014*

The Lake County Winery Association (LCWA) is proud to announce the 2014 Lake County Wine Awards Competition. This highly anticipated professional judging event exclusively showcases wine crafted of grapes grown and cultivated in Lake County. Bob Fraser, adjunct instructor and recently retired head of the Santa Rosa Junior College Wine Studies Program will preside as Director for the 2014 professional judging. He is also associated with the San Francisco Chronicle Wine Competition and the Sonoma County Harvest Fair.

The public will be invited to taste the Competition’s winning wines at the 2014 People’s Choice Wine Tasting on June 14, 2014. This year’s event will be held at the scenic Langtry Estate and Vineyard, 21000 Butts Canyon Road, Middletown. Tickets are available on eventbrite at <http://www.eventbrite.com/e/2014-lake-county-peoples-choice-wine-tasting-tickets-11194108881?aff=Lakecountywineawards>.

Fraser has been associated with the agriculture industry all his life, being born and raised on a multi-generation family farm in Clarksburg on the Sacramento Delta. Bob received his BS and MS in Agriculture Business Management at Cal Poly, San Luis Obispo and started a career in agriculture education with stints at King City High School and Kelseyville High School.

As Sonoma County’s vineyard and winery industry grew in the late 1980s, Bob decided to form a new program at Santa Rosa Junior College. He created what is known today as the Wine Studies Associate Degree, the first stand-alone wine studies program in the United States. Today, this program has become one of the largest and most prestigious wine studies programs in the country.

Bob retired in 2014, but he remains on the staff of the SRJC Wine Studies Program as an adjunct instructor. In anticipation of his retirement, Bob and his son Scott purchased some land and developed a vineyard, Jago Bay Vineyards, a Cabernet Sauvignon vineyard in the Red Hills AVA in Lake County, California.

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### **About the Lake County Winery Association:**

Lake County is one of the newest destinations for those looking to enjoy fine wines in a relaxed, rural and breathtaking environment. This award-winning unspoiled and undiscovered wine region is located only two hours by car from the San Francisco Bay area and the Sacramento valley.

Encompassing Clear Lake and Mt. Konocti, Lake County holds California's largest natural freshwater lake and a striking and majestic dormant volcano. Mt. Konocti is responsible for shaping a wide range of elevations suitable for growing a wide selection of varieties.

High elevations, rugged lands, gentle slopes and rolling hillsides that melt into expansive and fertile valley floors that feed into the spectacular and picturesque Clear Lake are the origins of Lake County’s highly acclaimed wines. For up to date information, visit us at [lakecountywineries.org](http://lakecountywineries.org)

The Lake County Wine Competition is open to wines that contain at least 75% Lake County winegrapes and bear a Lake County appellation on the label. Lake County's reputation for both high-quality wines and high-quality winegrapes continues to grow. The 2013 competition drew more than 120 wines to be judged. This number is expected to increase this year.

Wines will be judged by a panel of highly regarded professionals selected from the wine industry, media, and educational fields. This year's panel includes Virginie Boone, Contributing Editor, Wine Enthusiast; Tom Simoneau, The Wine Guy; Christopher Sawyer, Sommelier, Carneros Bistro & Wine Bar, Sonoma, CA; Sue Straight, a freelance writer and wine judge; Ken Landis, Chef/Owner, Landis Shores Oceanfront Inn, Half Moon Bay, CA; and Jim Gordon, recently named wine reviewer for Lake County wines by the Wine Enthusiast. They will be joined by Bob Ecker, Wine Writer/Photographer; John Giannini, winemaker of Fresno State Vineyards, California State University; and Richard Thomas, Professor Emeritus Viticulture at Santa Rosa Junior College.

The judging panel will blind taste and score all entries beginning Wednesday, June 11<sup>th</sup> at Brassfield Estate Winery. Competition information and results will be available on the Lake County Wine Awards website, [lakecowineawards.org](http://lakecowineawards.org).

LCWA works to promote the wines of Lake County's high elevation region. Membership is open to wineries, winegrape growers, and individuals or businesses interested in promoting the Lake County wine industry. For more information about upcoming events, sponsorship or membership opportunities, call 707 357-5237 or visit [www.lakecountywineries.org](http://www.lakecountywineries.org).

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