

**FOR IMMEDIATE RELEASE**

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**Temecula Valley Southern California Wine Country Takes Necessary Steps to Help Stop the Spread of Coronavirus in Accordance with County and State Ordinances**

Temecula, CA, March 17 2020 – The Temecula Valley Winegrowers Association today announced that it will be taking all necessary precautions to reduce the spread of Coronavirus within the community and beyond. In accordance with the order issued yesterday by the Health Officer of the Riverside County, as well as recommendations from California Governor Gavin Newsom, Temecula Valley wineries will be closed for on-site tasting and wine consumption.

Wineries will, however, continue to offer online sales and wine pick-up with social distancing protocols in place. The TVWA has also launched a new region-wide “Sip From Home” program. Participating wineries are offering deep discounts on bottles, cases and shipping, to encourage people to enjoy their favorite Temecula Valley wines from home.

“While this is the very last thing that we ever expected, the safety and health of the public, our customers and staff members is of utmost concern to us all,” said TVWA Executive Director Krista Chaich. “It goes without saying that we are heartbroken that we can’t welcome our loyal wine loving customers into our tasting rooms for wine tasting. We urge you to continue your support for our family-owned wineries by embracing our ‘Sip from Home’ program, and ordering your wine online from your favorite wineries. Our wine community is continuing to find creative ways to bring Temecula Valley wine to you during this unprecedented time. We’re looking forward to welcoming you all back into our tasting rooms very soon; until then, please stay safe and healthy.”

Vineyard operations and winery production, as well as essential business operations, will continue, with enhanced measures following CDC guidelines for a safe working environment.

Some local restaurants will be open for limited hours to offer take-out and delivery options. The TVWA recommends checking with individual properties for the most up-to-date information.

“One of our biggest concerns right now is the impact this is having on our employees,” said Phil Baily, TVWA Board of Directors’ President. “I know I speak for all of our winery owners when I say our staff is truly family to us. We are working day and night to put practices in place make sure these temporary restrictions end sooner than later, so that we can minimize layoffs and ensure that our frontline staff are protected during this challenging time.”

To that end, the TVWA will also continue to work with local, state and federal agencies for ways to alleviate the hardship on local business owners and their employees.

The TVWA will continue to provide regular updates to the situation in Temecula Valley Wine Country on their website at [www.temeculawines.org](http://www.temeculawines.org), and through social media at @temeculawines.

## **ABOUT TEMECULA VALLEY SOUTHERN CALIFORNIA WINE COUNTRY**

Temecula Valley is the largest and most commercially successful winegrowing region in the South Coast AVA, the viticultural zone spanning more than 2 million acres from Riverside County to the San Diego border. The Temecula Valley Winegrowers Association has long served as a steward of the Southern California wine community. Comprising 36 wineries and more than 60 winegrowers, the Temecula Valley Winegrowers Association is a nonprofit regional organization dedicated to increasing awareness of the quality wines and wine grapes grown in the Temecula Valley and South Coast Appellations. Established in 1984, the Temecula AVA consists of 33,000 acres, of which approximately 1,300 acres are currently planted to commercial vineyards. Known as Southern California's wine country, the Temecula Valley is located in Riverside County just one hour from San Diego, Orange County and Palm Springs and 90 minutes from Los Angeles.

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