



**FOR IMMEDIATE RELEASE**

## **GETTING “WISER” IN WINEMAKING**

*“Sessions on how to operate Interactive online site, Winerywise™, aim to educate and promote sustainability.”*

**(Cashmere, WA)** – Winerywise™ is keeping up with social expectations and practical business ethics by introducing sustainable enology and business practices into an online interactive form that will allow Washington wineries to monitor, assess and improve varying topics including waste management, water management and energy efficiency.

To familiarize Washington wineries with the online guide, the group is holding three sessions introducing the guide. The first session will be at Walla Walla Community College July 25 from 2 to 4 p.m. Subsequent sessions will be held at the Grandview Campus of the Yakima Valley Community College July 26 from 9 to 11 a.m. and Chateau St Michelle Winery in Woodinville July 31 from 1 to 3 p.m.

The two hour sessions will show wineries how to use the three step process of self-assessment and evaluation that cover nine different areas of specific sustainable winemaking practices and business topics.

Winerywise™ is a fundamental guide to sustainability and also includes many topics, information, and assessments found in third party certifications like [LIVE](#), [Salmon-Safe](#) and the [Carbon Reeducation Challenge](#).

The registration fee is \$25 per person and is refunded upon attendance. For more information and to register please visit [www.winerywise.org](http://www.winerywise.org)

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**For more information or to set up a media conference please contact:**

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### **About Winerywise™**

Winerywise™, the Washington Guide to Sustainable Winemaking Practices addresses a wide spectrum of sustainable winemaking practices and business topics. In 2010 the WWIF was awarded a WSDA Specialty Crop Block Grant to complete the work already started and launch the guide online including industry training seminars and marketing outreach. Additionally in 2010, the University of Washington was awarded a Labor & Industries SHIP grant to address the health and safety aspects of the guide.

### **About Washington Wine Industry Foundation**

The Washington Wine Industry Foundation is a 501(c)(3) nonprofit organized to facilitate industry needs for scholarships, educational events, outreach, research and information to support the Washington wine and grape industry. The foundation works in partnerships to accomplish the activities identified as priorities by the industry. For more information please visit: [www.washingtonwinefoundation.org](http://www.washingtonwinefoundation.org)