

BALLETTO, ALEXANDER VALLEY VINEYARDS,
MARTIN RAY, & PARADISE RIDGE VINEYARDS

**CELEBRATE
LOCAL SAVE**

**20%
OFF**

**THE ENTIRE
LINE** FROM THESE FEATURED
LOCAL WINERIES ONLY.



**THE
PIONEERS
OF LOCAL**

As a Sonoma County business, we've built enduring relationships with local growers, makers, and manufacturers, because they make the foods and wines we love. We are proud to feature just a handful of our long-term partners this week, many of whom were getting started when we were. Now they are nationally known, but for us, they are still old friends who often delivered products to our Cotati store in their cars and vans back in the late 1980s!

Along with local products being excellent choices for taste and quality reasons, buying locally also improves our local economy. The dollars you spend at local retailers buying local products support other local businesses, too!

Studies have shown that a dollar spent at an independent retailer like Oliver's can impact the local economy more than twice as many times as a dollar spent at one of the national supermarket chains. You can make a difference for our community every time you shop, because more of your dollar stays here, improving roads, parks, and creating more jobs.

**PROUD TO
BE LOCALLY
OWNED, OPERATED,
& INDEPENDENT
SINCE 1988**

At Oliver's, we remain committed to supporting the local economy by carrying the largest possible assortment of locally produced products in Sonoma County, all at the best prices we can offer.

Oliver's
Real Food. Real People.®



Alexander Valley Vineyards- Family-owned and operated Alexander Valley Vineyards is located in the heart of Sonoma's Alexander Valley, on the site originally settled in the 1840s by valley namesake, Cyrus Alexander. With vineyards that stretch from the banks of the Russian River to the Mayacamas hillsides the Wetzel family continues the tradition of family farming on the historic property and produces wines that reflect the unique character of the region. "We see it as a great partnership and appreciate what Oliver's does to support local wineries and food producers like us." - John Wetzel

**ALEXANDER VALLEY VINEYARDS
CHARDONNAY** \$11.99 After 20% off Savings
2014, Alexander Valley. 750 ml. Bottle

**ALEXANDER VALLEY VINEYARDS
"SIN ZIN" ZINFANDEL** \$13.59 After 20% off Savings
2012, Alexander Valley. 750 ml. Bottle.....



Proprietor Courtney Benham's journey with the historic Martin Ray label began in 1990, when he stumbled upon 1,500 cases of library wines and began his 20-plus year quest to shape its next chapter. Located in the heart of Sonoma County's Russian River Valley, one of the world's best-known Pinot Noir and Chardonnay regions, the historic winery site was established in 1881 and is the oldest continuously operating winery in Sonoma County. "Both the Martin Ray and Angeline wines produced by Courtney are excellent, and we are pleased to work with them promoting these wines." - Richard Williams, Oliver's Market Wine Buyer

**MARTIN RAY WINERY
ROSÉ OF PINOT NOIR** \$11.99 After 20% off Savings
2016, Russian River Valley. 750 ml. Bottle

MARTIN RAY WINERY PINOT NOIR \$15.99 After 20% off Savings
2014, Russian River Valley. 750 ml. Bottle.....



Paradise Ridge Winery is a 156-acre Russian River Valley Estate nurtured by the Byck family since 1978. Land stewardship and sustainability are at the core of all that they do. To respect the land, only 15 acres are cultivated with grapevines. They recently celebrated more than two decades as a Russian River Valley winery and are supported by a loyal team in both the vineyards and at the winery. Their goal is to be a vibrant contributor to our Sonoma County Community. "We sell most of our wine directly to customers, but have been selling to Oliver's since 2000 and like to work with local companies as much as possible." - Rene Byck

**PARADISE RIDGE WINERY GRAND VIEW
SAUVIGNON BLANC** \$13.59 After 20% off Savings
2016, Russian River Valley. 750 ml. Bottle

PARADISE RIDGE WINERY CABERNET SAUVIGNON \$26.39 After 20% off Savings
2013, Rockpile Sonoma County. 750 ml. Bottle..



John and Terri Balletto are lifetime members of the community. Through care and attention to their vineyards they have produced some of the finest, most affordable varietals Sonoma County has to offer. With their winery located on the rim of the Laguna de Santa Rosa, the Ballettos have a deep respect for the natural beauty of this fragile area. Their goal is to achieve a balance that responds to community and social needs while addressing environmental concerns. "We have worked with Oliver's since 2005 and we have a great relationship, they have been huge supporters of our wines and helped us build our business. We are very grateful for their support." - John Balletto

**BALLETTO VINEYARDS
PINOT GRIS** \$11.19 After 20% off Savings
2016, Russian River Valley. 750 ml. Bottle

BALLETTO VINEYARDS PINOT NOIR \$18.39 After 20% off Savings
2014, Russian River Valley. 750 ml. Bottle.....