

The Wine Library Associates of Sonoma County
and the Healdsburg Museum Present

When the Rivers Ran Red

Book Talk & Signing **Tour of historic Italian Swiss Colony**
Wine Tasting and Hors d'oeuvres

Vivienne Sosnowski

author will talk about her book that details the heroic struggle of the North Coast
winegrowers during Prohibition.

Cellar No 8

Asti Winery, Site of Italian Swiss Colony
Take the Asti Exit off Highway 101 between
Geyserville and Cloverdale

\$25 Members

of Museum, Wine Library or
Cellar No.8 Wine Club

\$40 General Public

For Tickets Call 707-431-7663

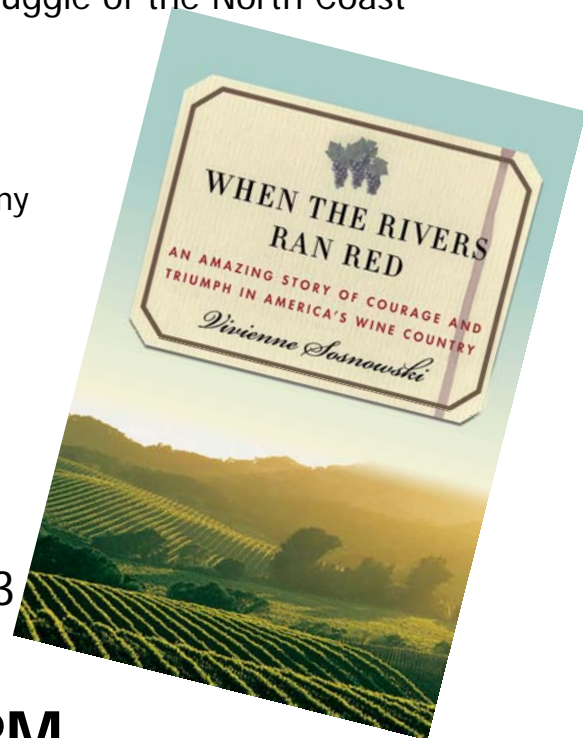
Saturday

Jul 18, 2009, 4 to 8 PM

All Proceeds equally benefit the
Sonoma County Wine Library and the Healdsburg Museum

CELLAR

NO!





The Wine Library Associates of Sonoma County and
The Healdsburg Museum Present

When the Rivers Ran Red



HEALDSBURG
MUSEUM
& HISTORICAL SOCIETY

Enjoy an intriguing book-talk by author Vivienne Sosnowski about how family winemakers survived Prohibition, tour the magnificent facility that was once Italian Swiss Colony, enjoy the fine wines of Cellar No. 8 and dine on exquisite hors d'oeuvres on Saturday, July 18, 2009, from 4 to 8 PM at Cellar No. 8, Asti Winery (take the Asti exit between Geyserville and Cloverdale on 101.) All this for \$25 for members of either the Healdsburg Museum, the Wine Library Associates of Sonoma County or the Cellar No. 8 Wine Club, or \$40 for general public. All this at a great price while you support a great cause: proceeds equally benefit the Sonoma County Wine Library, and the Healdsburg Museum. Tickets? Call 707-431-7663.

Come hear Vivienne Sosnowski give a spirited and fascinating talk, drawn from her highly acclaimed new book, *When the Rivers Ran Red: how California's legendary winemakers survived Prohibition*. Vivienne's narrative traces the impact that Prohibition had on wineries and grape growers in the North Coast. From the June, 2009, *Library Journal* review of her book: "Speakeasies and Keystone Cops come to mind when we think of the Prohibition Era (1919-1931). Few of us imagine what the 18th Amendment meant to families and individuals whose livelihood depended on growing grapes and making wine. Sosnowski, editorial director of the *San Francisco Examiner* and two other newspapers, collected meticulous research to chronicle how the banning of alcoholic beverages affected the grape growers and vintners of California's Napa and Sonoma region. Though she describes many brutal and abusive raids on farms and wineries by government agents, business as usual was surprisingly common. The task of preventing people from enjoying the pleasure of wine was daunting. Few agents were above corruption, and the Napa and Sonoma winemakers, compelled by economics, became very clever in disguising their product and its storage." You may purchase Vivienne's book at the event and have her personally inscribe it.

You will experience this rare event at Cellar No 8's Asti Winery, the site that was home to the Italian Swiss Colony, one of the giants of the wine industry from the 1890's through the 1990's. Guided tours by local experts will show you the historic wonders of what was, in the 1970's, one of the top tourism destinations of California behind Disneyland and which has only recently just reopened its doors. We welcome you to enjoy the fabulous wines of Cellar No. 8, which honor this site's heritage. We also encourage you to indulge in the wonderful hors d'oeuvres from Costeaux Bakery and Cafe which will be on site. This exclusive evening benefits two historic local treasures - the Sonoma County Wine Library and the Healdsburg Museum. Consider joining the Library Associates, the Museum or Cellar No. 8 Wine Club or all three.

Sonoma County Wine Library
139 Piper Street
Healdsburg, CA 95448