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Vintners & Growers Host Exclusive Film Screening - *America's Wine: The Legacy of Prohibition*
Unprecedented Historic View of the Rebuilding and Emergence of a New American Wine Culture

(Monterey, CA) October 16, 2015 - *America's Wine: The Legacy of Prohibition* is the documentary film, commissioned by UC Berkeley's world renowned Bancroft Library, that takes an in-depth look at wine in America. It covers everything from the "Noble Experiment" of Prohibition, which decimated the vibrant wine community, to the rise of the "Phoenix" generation of wine pioneers including Robert Mondavi and Ernest Gallo, to more recent battles over direct shipping of wines to consumers.

Hosted by the Monterey County Vintners & Growers Association (MCVGA) on November 12, 2015, the showing of *America's Wine: The Legacy of Prohibition* at Middlebury Institute's Irvine Theater will also feature a Monterey Wine Country tasting reception preceding the screening. The event starts at 6:30PM. Seating in the Irvine Theater is limited, tickets are \$25 and can be purchased through montereywines.org or americaswinescreening.eventbrite.com.

America's Wine: The Legacy of Prohibition

Wine Reception & Screening
Thursday, November 12, 2015
6:30 Wine Tasting Reception
7:30 Movie
\$25/ticket
montereywines.org

Director/Producer **Carla De Luca Worfolk** will introduce the film and afterwards there will be a panel discussion featuring John De Luca, former President and CEO of the Wine Institute, and local Monterey wine personalities on how Prohibition impacts the wine industry of today. Media interviews are also available.

"The remarkable journey we experienced in putting together this documentary enabled us to witness historical events, record final interviews, review private archives and share never-before displayed images, yet didn't prepare us for the emotional impact of recognizing the passing of a generation." said **Filmmaker Carla De Luca Worfolk**. She continued, "Immersing ourselves in the era of Prohibition and then its Repeal, we came to understand these complex times, as well as the culture we live in today. We didn't expect to be so personally moved as we worked in post-production and learned yet one more member of the 'Phoenix Generation' had passed on since our interviews." To date, ten members of the "Phoenix Generation" are no longer with us.

"We could not be more honored and excited to host *America's Wine: The Legacy of Prohibition*", said **Scott Caraccioli, MCVGA Board President**. "The film should allow everyone to gain perspective on the rich history of wine in America and appreciate what so many have done to lay the foundation for today's vibrant wine market."

About Monterey County Vintners & Growers Association

Bringing together the talents and resources of its members, partners and the community, the MCVGA promotes and supports leadership in the art, science and business of wine. Founded in 1974, the Association is a non-profit organization representing over 65 vintners and grower operations in Monterey, California. Additional details are available by visiting montereywines.org or by calling 831.375.9400.

About America's Wine: The Legacy of Prohibition

America's Wine: The Legacy of Prohibition is a documentary film celebrating the rich history of the American Wine Industry. This documentary offers an unprecedented overview of the legacy of National Prohibition (1920-1933) and its continuing impact on the wine industry and everyday lives of Americans. Covering a span of one hundred years of winemaking up to the present day, the film tells the story of how the leading entrepreneurial wine families overcame obstacles to rebuild the American wine industry, which had been decimated after National Prohibition and its Repeal.

Marking the 75th Anniversary of Prohibition's Repeal, the documentary brings to life never-before-seen archival photographs and film clips, and features a wide variety of interviews including those who experienced Prohibition, historians, winemakers, members of Congress, and public policy experts. Among those filmed are Kevin Starr, California Librarian Emeritus, Leon Panetta, Former Chief of Staff for President Bill Clinton, and Kathleen Sullivan, Former Dean of Stanford Law School, as well as legendary winemakers Brother Timothy, Robert Mondavi, and Ernest Gallo. It also pays tribute to the passing of a historic generation. Equally significant are the insights fueling the continuing societal debate over the issue of alcohol in America.

About Carla De Luca Worfolk, Director, EP/Producer, and Writer

Carla De Luca Worfolk is an Emmy award-winning television and documentary producer. Throughout her career, the San Francisco Bay Area native has worked as an independent producer, magazine editor, writer, public relations executive, and paralegal. She holds a Bachelor of Arts degree with honors from Santa Clara University, and a Master of Journalism degree from the University of California at Berkeley. During her years as a CNN producer, Worfolk supervised content for the highly-rated CNN Saturday/Sunday Morning program and was part of the Emmy-winning team that covered the Olympic Park Bombing in 1996.