



CHARLES M. SCHULZ - SONOMA COUNTY AIRPORT

Jon G. Stout, Airport Facilities Manager

www.sonomacountyairport.org

2290 Airport Boulevard, Santa Rosa, CA 95403 • (707) 565-7243 • (707) 542-5303 Fax

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Jen Boyer, Horizon Air, (206) 431-4672
Jon Stout, Airport Manager, (707) 565-7243

Horizon to Toast New Santa Rosa Service With Local Microbrew and Wines; Checked-Baggage Exception to Make Life Easier for Wine Buyers

SEATTLE — In celebration of its new service from Los Angeles and Seattle to Charles M. Schulz - Sonoma County Airport starting March 20, Horizon Air will be including a microbrew and wines from Sonoma County in its inflight service systemwide through April.

With the start of service, the airline is also implementing a special exception to its checked-baggage policy to assist passengers taking wine home from the Sonoma County region.

Featured wines and microbrew

In March, Horizon is serving a 2005 Sauvignon Blanc or a 2004 Cabernet Sauvignon from Canyon Road Winery of Geyserville, CA (the featured wine varies from flight to flight). Canyon Road owns 140 acres of vineyards, with the majority of the grapes for its wines sourced from coastal appellations and selected Northern California vineyards.

In April, Horizon will serve a 2005 Sonoma County Sauvignon Blanc or 2002 Yulupa Shiraz from Kenwood Vineyards of Kenwood, Calif., a winery that traces its roots back to the former Pagani Brothers Winery, originally established in 1906.

Also in April, Horizon will serve Racer 5 India Pale Ale from Bear Republic Brewing Company, a family-run business that brews award-winning lagers and ales from its brewpub in historic downtown Healdsburg, CA.

Horizon serves wines and microbrews at no extra charge as part of its regular inflight service to passengers 21 years or older on all of its flights systemwide.

Special exception to checked-baggage policy

In addition to the usual two pieces of baggage that can be checked at no charge, Horizon will accept a box of up to 12 bottles of wine per passenger at no extra charge from customers on flights departing Sonoma County. The wine must be packaged to courier standards for shipment.

“The liquid and gel ban by the TSA removed the ability of passengers to carry the wine they purchased on board,” said Andy Schneider, Horizon’s senior vice president of customer services. “So, we developed this program in partnership with the Sonoma County wine community, allowing our customers to purchase their favorite wines and sparing them the hassle and expense of shipping them separately.”

Named 2007 Regional Airline of the Year by Air Transport World magazine, Horizon today serves 48 cities throughout California, Colorado, Oregon, Washington, Idaho, Montana, Nevada, and British Columbia and Alberta. Together, Horizon Air and Alaska Airlines serve 89 cities and are subsidiaries of Alaska Air Group, Inc. (NYSE:ALK).

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