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## Mendocino Winegrape and Wine Commission Hires Boss Dog Marketing Public Relations Veterans Promote Sustainable and Family Owned Businesses

November 17, 2011 — Ukiah, Calif — The Mendocino Winegrape and Wine Commission (MWWC) selected Boss Dog Marketing as the group's public relations agent. Working closely with MWWC Executive Director Megan Metz, Boss Dog Partners Jan Mettler and Barbara Bowman will draw attention to Mendocino County's diverse regions, rich agricultural history, generations of family farms and down-to-earth yet progressive vintners.

Boss Dog Marketing creates and manages marketing strategies and public relations campaigns targeting the press, trade and consumer. Partners Barbara Bowman and Jan Mettler formed their partnership in 1995, focusing on family-owned businesses with sustainable practices.

The Mendocino Winegrape & Wine Commission (MWWC) is an alliance of 91 wineries and 343 grape growers in Mendocino County. MWWC promotes and markets the vineyards, wines and people that define Mendocino. The organization sponsors education and research supporting sustainable viticulture techniques for growing premium grapes in Mendocino's 12 diverse regions. [www.mendowine.com](http://www.mendowine.com)

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