



Open the Cellar Sale Celebrates Napa's Commitment to the Environment

April 20, 2026 (Saint Helena, CA)

Napa Valley Vintners (NVV) announces special offerings from April 20-30, 2026 on a selection of wines produced with a focus on environmentally responsible practices through its [Open the Cellar](#) sale. Bringing together nearly 40 Napa Valley wineries, included wines are ideal for spring sipping and are direct from the cellars of participating wineries.

In recognition of April's sustainability focus and in celebration of Earth Day, participating wineries have selected bottles that reflect Napa Valley's renowned quality and craftsmanship along with a commitment to caring for the land and community.

Consumers will have the opportunity to purchase special wine offerings for a limited time. Participating wineries include Alpha Omega, Cakebread Cellars, Cliff Lede Vineyards, Corison Winery, Grigich Hills Estate, [Larkmead Vineyards](#), Merryvale Vineyards, Robert Biale Vineyards, Schramsberg Vineyards and St. Supéry Estate Vineyards & Winery, among others.



Napa Valley has long been a leader in environmental stewardship, with a continued focus on protecting the land for future generations. In 1968, local vintners and community leaders established the nation's first Agricultural Preserve, a landmark zoning ordinance designed to protect farmland and prevent overdevelopment. Initially encompassing 23,000 acres, the Preserve now protects more than 32,000 acres of agricultural land across Napa County.

This commitment extends beyond vineyard practices. The Land Trust of Napa County, established in 1976, also plays a vital role in conserving open space with more than 89,000 acres, approximately 16% of Napa County permanently protected. Today, Napa County continues to set the standard for land stewardship, with more than 444,000 acres under permanent or high levels of protection from development.

Programs such as Napa Green further demonstrate the region's leadership in responsible farming and winemaking practices. Napa Green is a climate action program that provides a comprehensive certification for vineyards and wineries in Napa Valley through the entire process from soil to bottle.

For more information about Open the Cellar and the full list of participating wineries, visit openthecellar.com.