Sojourn Cellars Plants Permanent Roots in Downtown Sonoma with Landmark Property Acquisition

Sojourn unites its Tasting Salon and headquarters at 141-145 E. Napa Street, announcing expanded group hosting capabilities and a thoughtful future renovation.



Sojourn staff enjoy removal of the for sale sign.

SONOMA, CA, UNITED STATES, October 14, 2026 /EINPresswire.com/ -- Sojourn Cellars has officially announced the landmark acquisition of its downtown Tasting Salon and administrative office buildings. Marking a major milestone in the winery's history, this purchase signifies the very first time Sojourn Cellars has owned its physical brick-and-mortar space, permanently anchoring the winery just off the historic Sonoma Town Square.

The acquisition includes all three consecutive properties located at 141, 143, and 145 E. Napa Street. This move also represents the first time in company history that Sojourn's administrative offices and guest hospitality spaces are unified in a single, consolidated location.

Sojourn Cellars first established its presence at 141 E. Napa Street in 2009. At the time, the operation was a modest, single-room tasting space featuring just one table for intimate, seated tastings. By taking full ownership of the entire three-building complex, Sojourn Cellars has dramatically expanded its guest experiences footprint.

Most notably, the winery has transformed the 143 space to feature a large custom table with seating for up to 12 guests, allowing Sojourn to seamlessly host larger private and corporate groups. This indoor expansion pairs with an outdoor tasting patio, significantly broadening the winery's hospitality options.

Looking to the future, ownership plans to utilize the exceptional structural framework of the property for a thoughtful, phased renovation. The upcoming design updates will aim to curate

> To own the entire historic footprint allows us to control our destiny, preserve our unique hospitality culture, and continue evolving our world-class guest experiences in the heart of Sonoma."
>
> *Sherrie Perkovich, Head of Marketing*

the absolute best tasting experiences possible while strictly maintaining the cozy, intimate feel that long-time guests love. Future plans also include offering total property buyouts for large-scale private gatherings, corporate events, and exclusive tastings.

"Owning our home on East Napa Street is a profound step forward for the Sojourn team," said Sherrie Perkovich, Head of Marketing & Consumer Experiences. "We started here in 2009 with a single table and a vision for deeply personal, seated tastings. To now own the entire historic footprint where our wines are shared and our business is run allows us to control our destiny, preserve our unique hospitality culture, and continue evolving our world-class guest experiences right here in the heart of Sonoma."

Guests can currently enjoy their signature, single-vineyard Pinot Noir, Chardonnay, and Cabernet Sauvignon in this newly unified layout that honors the winery's roots while embracing an indoor-outdoor wine-country lifestyle.

To book an appointment or learn more about the expanded tasting options and group reservations, please visit The Tasting Salon at Sojourn Cellars, call 707-933-9753 or text 866-525-6894.

Sherrie Perkovich
Sojourn Cellars
+1 707-933-9753
Visit us on social media:
LinkedIn
Instagram
Facebook

This press release can be viewed online at: https://www.einpresswire.com/article/949623913

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.