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Laura Urseny/Business Editor

CINDY FRIEDMAN of Oroville likes to knock down the misconceptions about wine tasting.

It's not just for the rich. Wine tasting can be an affordable pursuit for anyone. And it doesn't make you a snob. But you do have to be an adult to participate.

If anything, Friedman has chosen an occupation that looks like it's timed perfectly for where this region's going.

Oroville's Mediterranean climate has given rise to a number of vineyards and wineries, not to mention olive oil pursuits. The next natural step is teaching people how to enjoy the "fruits" of the area.

Friedman has offered a pair of two-hour sessions at Long Creek Winery through her business, EVENTS OF THE VINE. Other local wineries will provide the backdrop for future classes, or she can offer sessions in private.

Over two hours, guests get an introduction to the winemaker, a tour of the winery, and then tasting and lecture.

Growing up in the Bay Area, and hosting countless business guests through the Napa area, Friedman gained the basics of wine tasting that she expanded with several classes at the Culinary Institute at Greystone in Napa Valley and working in Chico at Creekside Cellars.

Upcoming seminars are slated for July 16, Aug. 20, Sept. 24 and Oct. 22.

More information about Friedman's business is available from her Web site at www.eventsofthevine.com.

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www.chicoer.com