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SIGH. CHAMPAGNE BAR BRINGS BUBBLES TO DOWNTOWN SONOMA

by Melissa Marrapese / photos by Alexander Rubin

When you walk into Jayme Powers' Champagne bar in downtown Sonoma, your immediate instinct is to sigh, relax, and enjoy a selection of fabulous bubbles. It's fitting, then, that the first action actually serves as the name of the business. I had the privilege to sit down with Powers—who exudes vibrancy, energy, and passion—recently to discuss SIGH. and what it contributes to Sonoma's drinking scene.

Sonoma native Jayme Powers is the owner of SIGH. Champagne bar in downtown Sonoma, CA.



A Champagne bar in downtown Sonoma! How did you come up with this idea?

Jayme Powers: I've been in hospitality since I was 14. I was fortunate enough to work at Schramsberg and I also worked at a restaurant, and the girls and I would always get together and drink bubbles. Then, I was noticing how Sonoma Plaza was really morphing into more tasting rooms on the square. I noticed it was a great spot for tourists and locals—just park your car, drink, and shop. I said, "Hold on a minute! It's all red and white wine, no bubbles."

SIGH. carries more than 30 types of bubbles by the glass.

How has it been to run a Champagne bar in a town of wineries and winemakers?

Oh, so fun! I was born and raised here and everyone in the community supports each other so well.

Did you get into bubbles at Schramsberg?

I did; I was a tour guide and just loved it. It was such an honor and delight to work there. I came home every day and was happy just to give tours through the oldest cave in Napa.

Tell me a little bit about what you offer.

We have about 30 different types of bubbles by the glass that range from \$8 to \$75 for Cristal.

So, what inspired the name "SIGH."?

Technically, the way you are supposed to open a bottle of Champagne is to twist the bottle then let the cork ease out, and it's supposed to "sigh." The French have a sassy saying: "The sound of a cork escaping the bottle should mimic the sigh of a contented woman." ■■

