



# DISCOVER CALIFORNIA WINES™

/ PRESENTED BY JANE DOE, Wine Institute Director of International Marketing

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# A CALIFORNIA SENSE OF PLACE



## / GOLDEN STATE GEOGRAPHY

800 miles (1,300 km) of coastline

- Cool ocean air is drawn inland to warmer valleys, creating California's famous coastal fog
- Marine breezes and fog create the ideal combination of warm days and cool nights in California vineyards





# DISCOVER CALIFORNIA



*Click to play animation*

# DISCOVER CALIFORNIA



## DIVERSE

- Landscape
- Climate
- People
- Wines

**5,900** winegrape growers

**110+** winegrape varieties



# DISCOVER CALIFORNIA



Geography + climate + soil =  
ideal conditions for  
quality grapes

- **602,000 acres** (244,000 hectares) of winegrapes
- **4.0 million tons** (almost 3.6 billion kilograms) of winegrapes harvested in 2016

# DISCOVER CALIFORNIA



- Hundreds of diverse **microclimates**
- 138 distinct AVAs (American Viticultural Areas)
- **90%** of US wine **exports** come from California
- California wines are sold in **138 countries**



/ CALIFORNIA GEOGRAPHY

# A CALIFORNIA SENSE OF PLACE



**DIVERSE GEOGRAPHY**  
**MOUNTAINS, VALLEYS, COAST, DESERT**  
**HIGH ELEVATION**







# A CALIFORNIA SENSE OF PLACE

**VINEYARDS  
ON HILLSIDES, IN VALLEYS  
NEAR THE COAST, RIVERS AND LAKES**

138 American Viticultural Areas (AVAs)



# A CALIFORNIA SENSE OF PLACE



## Warm days, cool nights

- Ideal conditions for winegrape growing
- Warm days ripen the grapes, cool nights regulate the fruit maturation

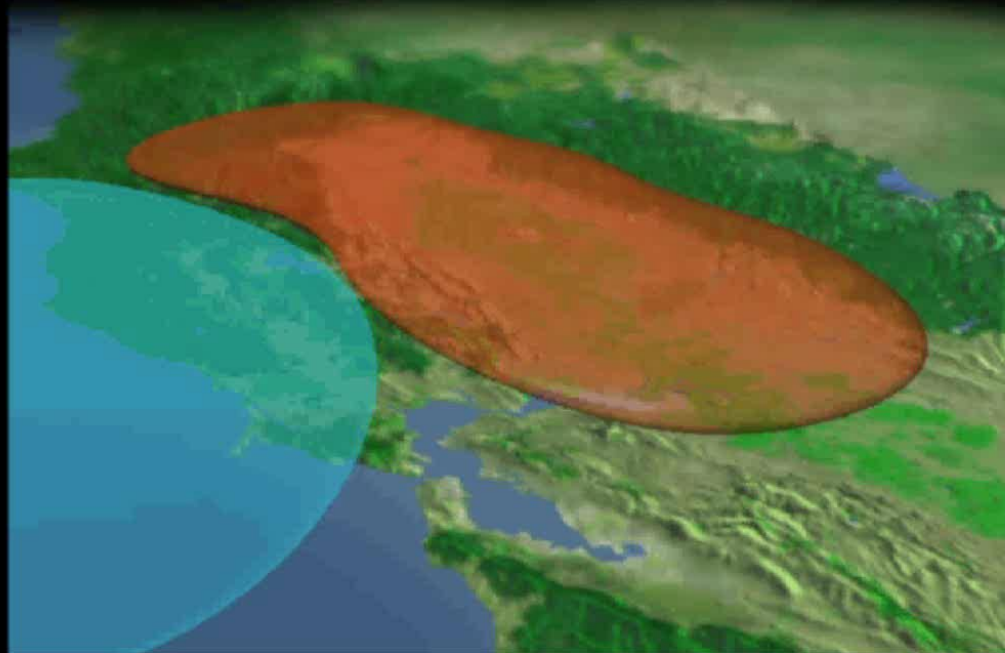
/ CALIFORNIA CLIMATE

# A CALIFORNIA SENSE OF PLACE



Cool Ocean Air →

Warm Inland Air ←



*Click to play animation*

As a result of California's long coastline & varied topography:

- Abundant sunshine + maritime influence
- **Hot** + **Cold** air create fog



# A CALIFORNIA SENSE OF PLACE



The formation of California created a large diversity of 2,800 soil types, among them:

- Sand
- Clay
- Loam
- Granite
- Volcanic ash
- Seabed soil
- River-run gravel



*Click to play animation*

# WINE REGIONS OF CALIFORNIA





# WINE REGIONS OF CALIFORNIA



## North Coast (54 AVAs)

One of the coolest climates in the state

Home to more than half of California's wineries

The scenery along the North Coast is as memorable as the wine

# WINE REGIONS OF CALIFORNIA



## Central Coast (43 AVAs) and Santa Cruz Mountains (1 AVA)

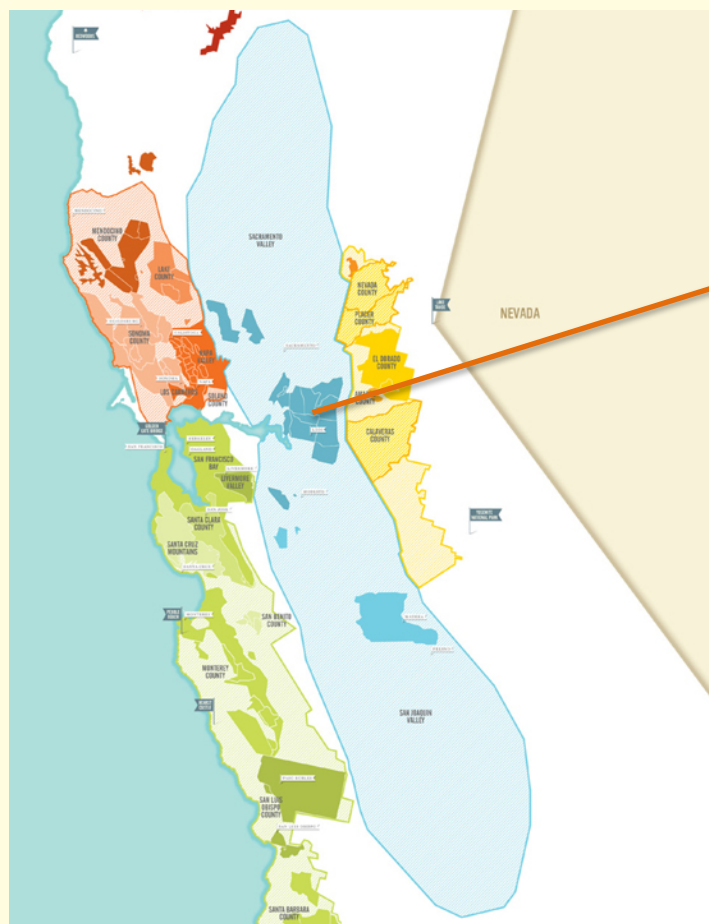
Weather transitions from cool coastal to warmer inland areas

One of the fastest growing wine regions in the state

Grapes have been cultivated here since the 1700s



# WINE REGIONS OF CALIFORNIA



## Inland Valleys (18 AVAs)

One of the most fertile farmlands in the world, California's sunny inland valleys are great for grapes and hundreds of other agricultural crops

# WINE REGIONS OF CALIFORNIA



## Sierra Foothills (6 AVAs)

The epicenter of the California Gold Rush, immigrants who sought fortune in the mines here left their vines in the soil

Now, a vibrant region for winegrapes and touring

# WINE REGIONS OF CALIFORNIA



## Southern California (11 AVAs)

Southern California celebrities share the blue skies, sunshine and famous beaches with quiet vineyards tucked into rolling valleys and foothills



# WINE REGIONS OF CALIFORNIA



## Far North California (5 AVAs)

This northernmost region is home to the “Lost Coast”

Humboldt, Siskiyou, Trinity, Shasta and Tehama counties offer diverse winegrowing areas and landscapes from redwood forest canyons to the Pacific Ocean



# THE WINES OF CALIFORNIA



Barbera  
Cabernet Franc  
Cabernet Sauvignon  
Grenache  
Malbec  
Merlot  
Mourvèdre  
Petite Sirah  
Pinot Noir  
Red Blends  
Sangiovese  
Syrah  
Tempranillo  
Zinfandel

# THE WINES OF CALIFORNIA



Chardonnay  
Chenin Blanc  
Gewurztraminer  
Grenache Blanc  
Marsanne  
Moscato/Muscat  
Pinot Blanc  
Pinot Grigio  
Riesling  
Rousanne  
Sauvignon Blanc  
Semillon  
Viognier  
White Blends





# THE WINES OF CALIFORNIA



## **California Rosé Wines**

The red berry flavors of rosé are especially refreshing on cool autumn evenings and hot summer days

## **California Sparkling Wines**

The crisp acidity of California sparkling wine pairs well with a wide range of foods and occasions

## **California Dessert Wines**

Also called late harvest wines, these deep elixirs provide a sweet end to any meal

# SUSTAINABLE WINEGROWING



- California has some of the strongest environmental and labor laws and regulations in the world
- California vintners and growers have long been environmental stewards and active members of their communities
- California wineries and vineyards are primarily family owned with a commitment to preserving the health and beauty of the land for future generations



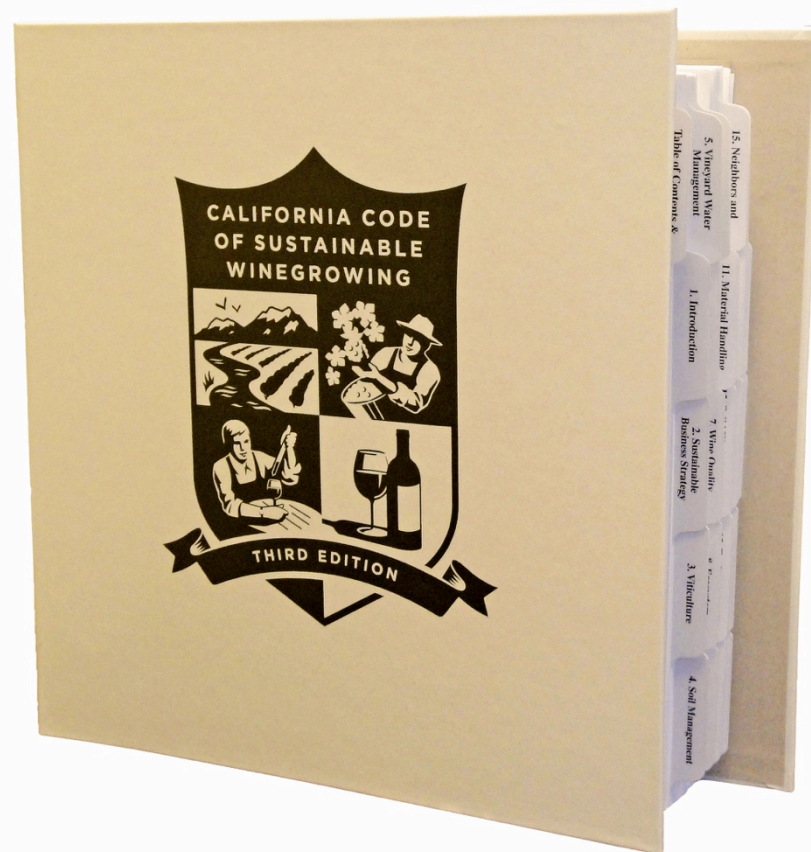
# SUSTAINABLE WINEGROWING



## A Code to Live By



- Wine Institute and the California Association of Winegrape Growers introduced the Code of Sustainable Winegrowing in 2002
- Covers more than 200 best sustainable practices
- 2,100 wineries and vineyards representing 75% of vineyard acres and 80% of winery case production are participating in the California Sustainable Winegrowing Program, which is based on the Code.

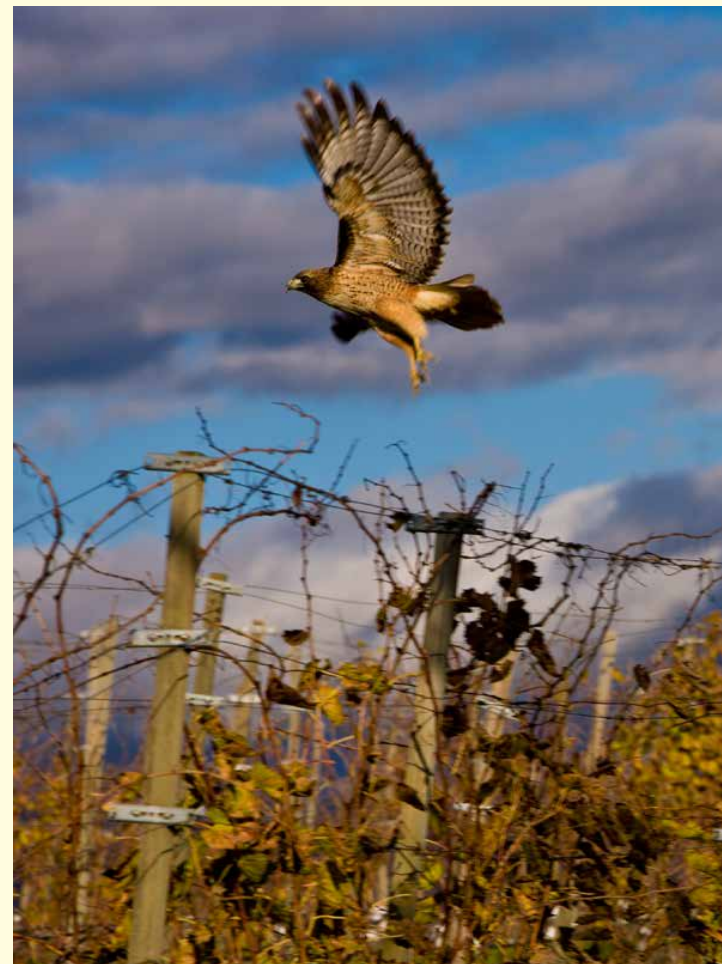




# SUSTAINABLE WINEGROWING



- Managing vineyards for sustainability and quality fruit
- Conserving water and energy
- Protecting air and water quality
- Maintaining healthy soil
- Reducing pesticide use
- Preserving local ecosystems and wildlife habitats
- Recycling natural resources
- Practicing environmentally preferred purchasing
- Enhancing relations with employees and communities



# SUSTAINABLE WINEGROWING



## Certified California Sustainable Winegrowing (CCSW)

Based on the California Code of Sustainable Winegrowing, CCSW provides third-party verification of the adoption of practices and progress towards goals

California certification programs:





# CALIFORNIA WINES — WITH FOOD



California cuisine is fusion at its finest and most flavorful  
California wines pair extremely well with a vast array of food – from fresh California  
cuisine to the best local specialties from around the world



# ON THE WORLD STAGE



## Growing Around the World

- California is the fourth largest wine producer in the world (after France, Italy, Spain)
- California wine exports set a record in 2016, reaching 1.62 billion in winery revenues
- California wine sales in the U.S., the world's largest wine market, have grown over the last 22 years

# DISCOVER MORE AT:



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A person with short blonde hair, seen from behind, stands in a vast field of wildflowers. They are wearing a dark shirt and a light-colored backpack. The sun is low on the horizon, creating a warm, golden glow over the entire scene. The person appears to be holding a surfboard or a similar long object. The overall mood is peaceful and adventurous.

# DISCOVER CALIFORNIA WINES