



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



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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

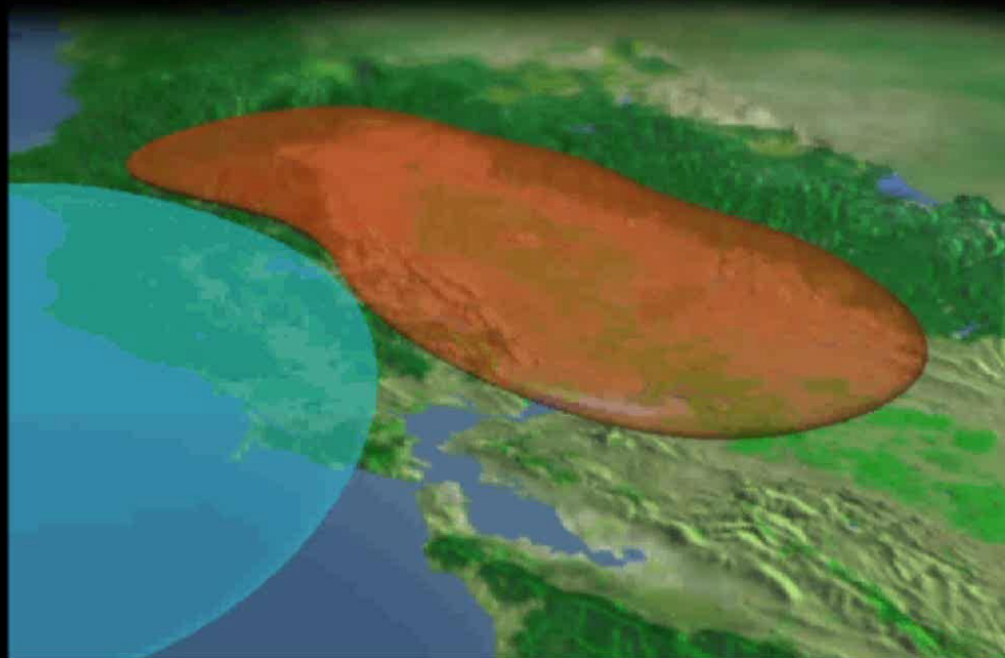
- Ideal conditions for winegrape growing
- Warm days ripen the grapes, cool nights regulate the fruit maturation

A CALIFORNIA SENSE OF PLACE



Cool Ocean Air →

Warm Inland Air ←



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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



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



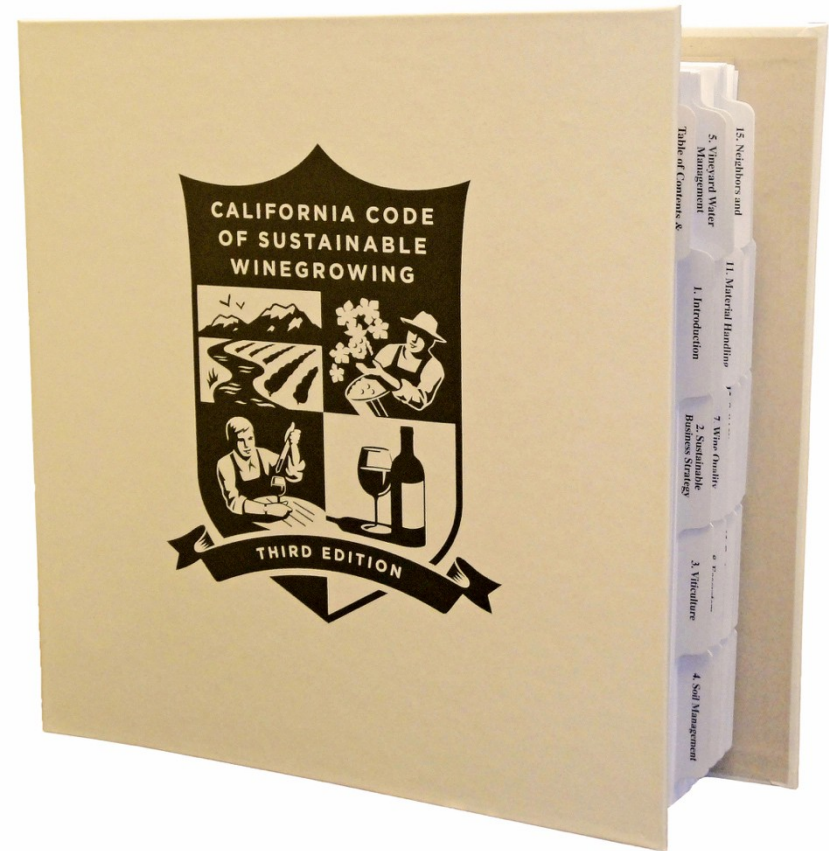
SUSTAINABLE WINEGROWING



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

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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.

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