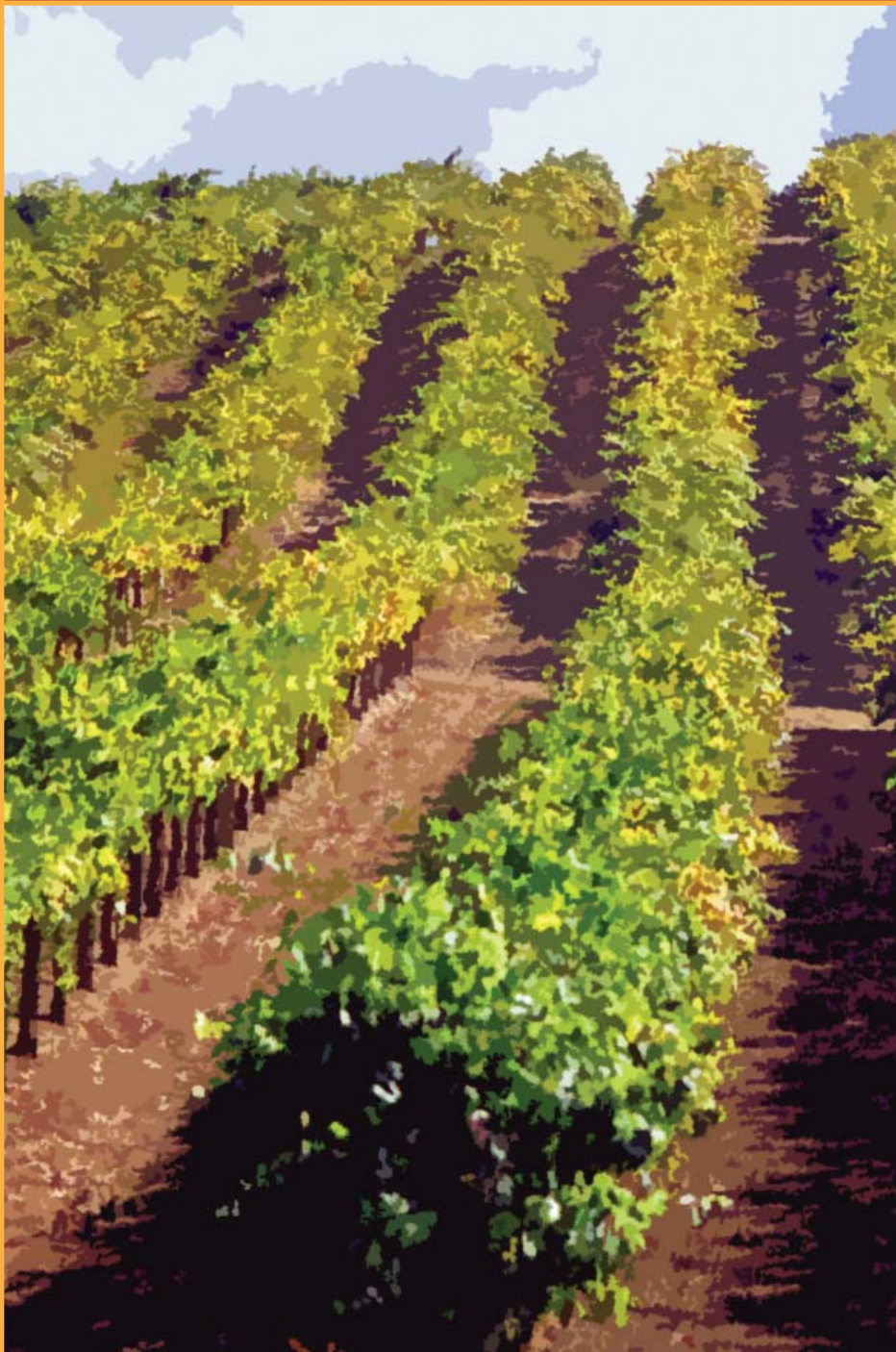


A Signature California Industry

California Wine



Wine is the number one finished agricultural product in retail value in the U.S.



- ▶ California is America's top wine producer, making 90% of all U.S. wine.
- ▶ California is the fourth leading wine producer in the world behind the countries of France, Italy and Spain.
- ▶ California's high wine quality is tied directly to the state's ideal climate, topography, and soil for winegrapes, so the industry will always be based in California.
- ▶ California wine is world renowned with sales increasing every year since 1993 and accounting for two-thirds of all wine sales in the U.S.
- ▶ California's wineries are predominantly family owned and multi-generational.
- ▶ California wineries support their communities and are philanthropic.

California's Wine Industry Benefits the State and Nation

- Produces \$51.8 billion in economic value for California.
- Generates \$125.3 billion for the U.S. economy.
- Creates 309,000 jobs in California and a total 875,000 jobs nationwide.
- Pays \$10.1 billion in wages in California and a total \$25.2 billion nationwide.
- Makes \$13 billion in state and federal tax payments.
- Attracts 19.7 million tourists annually to all regions of California.
- Generates wine-related tourism expenditures of \$2 billion in California.
- Gives \$115 million in annual charitable contributions from California wineries.

California Wine and Wineries Offer Intangible Benefits to Communities:

- Enhance the quality of life.
- Promote farming and winemaking practices that are socially and environmentally responsible.
- Offer cultural attractions such as music, festivals, theater, gardens and museums.
- Support local retailers, restaurants, hotels and other businesses.
- Preserve open space and provide scenic pastoral landscapes.
- Build pride for rural communities.
- Bring positive visibility to California and the U.S. worldwide.

California Wine Industry Profile¹

Number of Bonded Wineries	2687 Nearly all family-owned, Up 233% from 807 wineries in 1990
Number of California Grape Growers	4,600
California Wine Sales to the U.S.	192 million cases in 2007 Up 21% from 156 million cases in 1990
Retail Value of California Wine in the U.S.	\$18.9 billion in 2007
Share of U.S. Wine Market	63% by value Two out of three bottles sold in the U.S. are California wines
U.S. Wine Exports (95% from California)	\$951 million winery revenues 2007 Up 594% from \$137 million in 1990 50 million cases to 125 countries Up 317% from 12 million cases in 1990
Winegrape Acres	527,000 Though vineyards cover less than 1% of the state's terrain
Tons Harvested of Winegrapes	3.2 million
Farm Gate Value of Winegrapes	\$1.82 billion

Source: ¹Wine Institute and MKF Research LLC.

What Wine Institute Supports

- Legislation and regulation that serve to encourage growth of the California and U.S. economy.
- Sensible and reasonable immigration reform that protects U.S. borders and ensures a reliable workforce.
- Funds for agricultural research to remain competitive in the global marketplace.
- Fair taxation and science-based regulation.
- Liberalized direct-to-consumer shipping.
- Leveling the playing field for California wine exports by reducing high tariffs and eliminating other trade barriers.
- Sustainable winegrowing and winemaking practices.
- Public policy and educational initiatives that promote the responsible and moderate consumption of wine.
- A Code of Advertising Standards that requires responsible marketing practices by Wine Institute members.



WINE INSTITUTE
THE VOICE FOR CALIFORNIA WINE

Established in 1934, **Wine Institute** is the public policy advocacy group for nearly 1,100 California wineries and affiliated businesses. For more information, contact Wine Institute, 415/512-0151, or: www.wineinstitute.org, 425 Market Street, Suite 1000, San Francisco, CA 94105