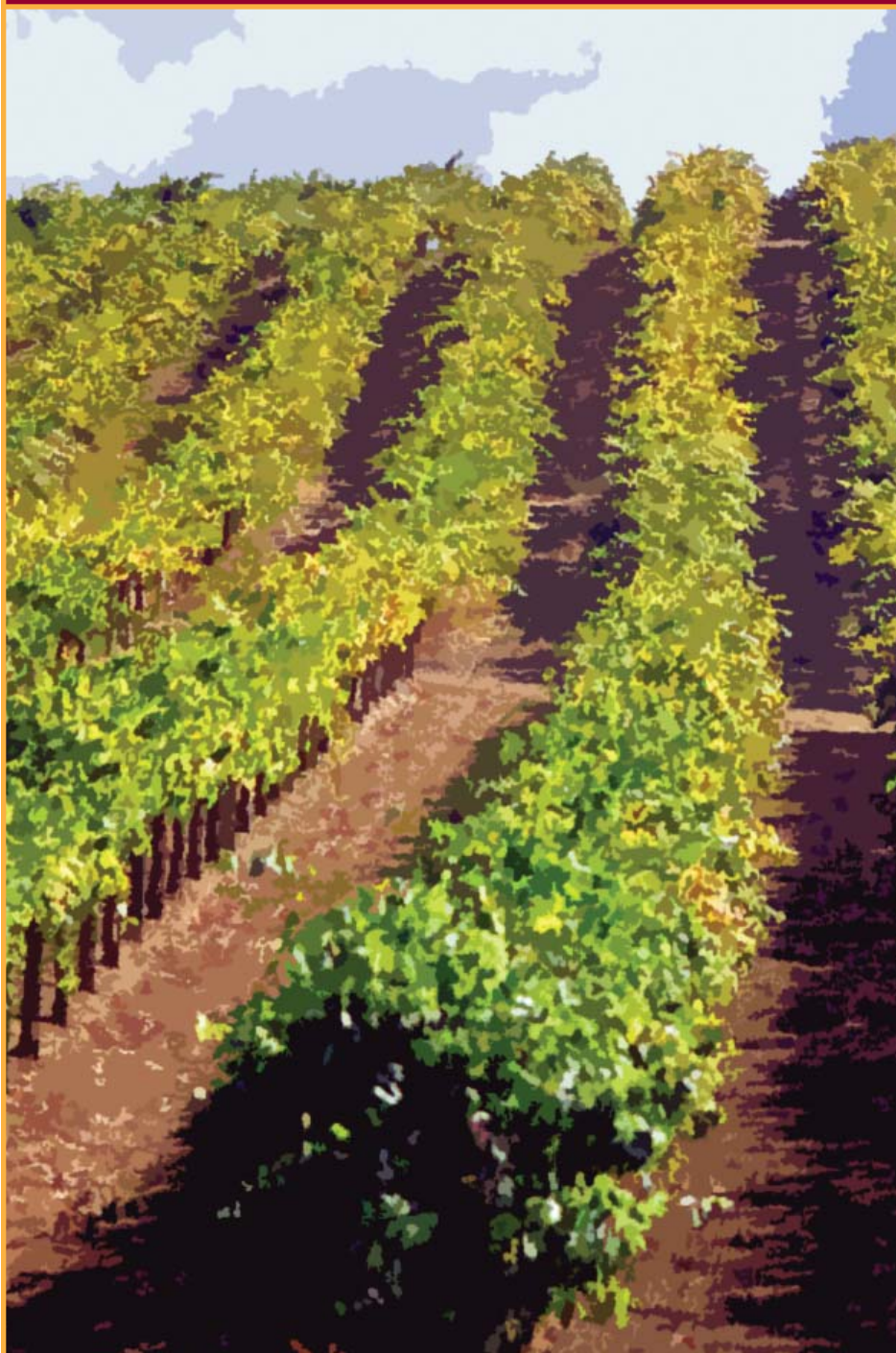


A Signature California Industry

California Wine



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



- w California is America's top wine producer, making 90% of all U.S. wine.
- w California is the fourth leading wine producer in the world behind the countries of France, Italy and Spain.
- w 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.
- w California wine is world renowned with sales volume increasing every year since 1993 and accounting for more than three-fifths of all wine sales in the U.S.
- w California's wineries are predominantly family owned and multi-generational.
- w California wineries support their communities and are philanthropic.

California's Wine Industry Benefits the State and Nation

- w Produces \$61.5 billion in economic value for California.
- w Generates \$121.8 billion for the U.S. economy.
- w Creates 330,000 jobs in California and a total 820,000 jobs nationwide.
- w Pays \$12.3 billion in wages in California and a total \$25.8 billion nationwide.
- w Makes \$14.7 billion in state and federal tax payments.
- w Attracts 20.7 million tourists annually to all regions of California.
- w Generates wine-related tourism expenditures of \$2.1 billion in California.
- w Gives \$101.5 million in annual charitable contributions from California wineries.

California Wine and Wineries Offer Intangible Benefits to Communities:

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

California Wine Industry Profile¹

Number of Bonded Wineries	2,972 wineries in 2009 Nearly all family-owned, Up 268% from 807 wineries in 1990
Number of California Grape Growers	4,600
Sales of California Wine to the U.S.	197 million cases in 2009
Retail Value CA Wine Sales in the U.S.	\$17.9 billion in 2009
Share of U.S. Wine Market	61% by volume in 2009 About three out of every five bottles sold in the U.S. are California wines
U.S. Wine Exports (90% from California)	\$912 million winery revenues 2009 Up 566% from \$137 million in 1990 46 million cases to 125 countries Up 283% from 12 million cases in 1990
Winegrape Acres	531,000 Though vineyards cover less than 1% of the state's terrain
Tons Harvested of Winegrapes	3.70 million
Farm Gate Value of Winegrapes	\$2.27 billion

Sources: Wine Institute, Gomberg-Fredrikson Report, Stonebridge Research, California Dept. of Food & Agriculture and U.S. Tax and Trade Bureau

What Wine Institute Supports

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



Established in 1934, **Wine Institute** is the public policy advocacy group for more than 1,000 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