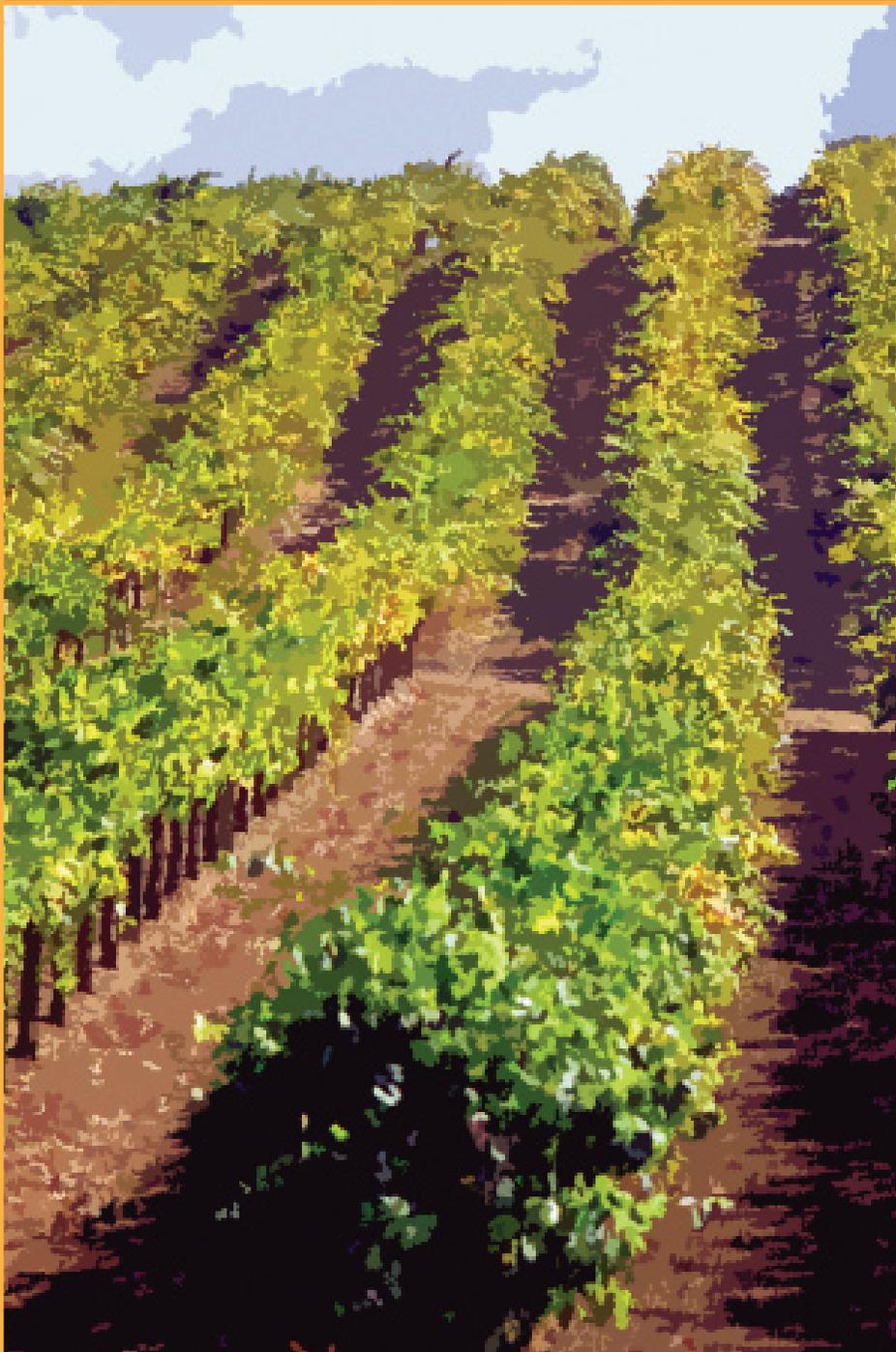
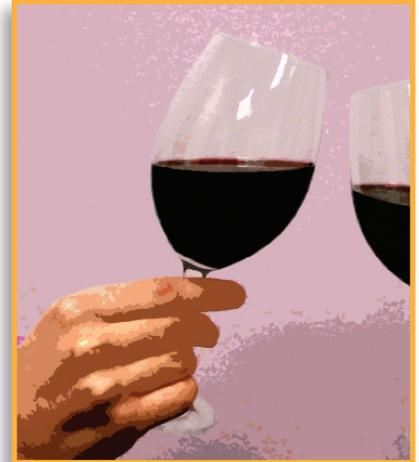


**A Signature California Industry**

# *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 volume increasing every year since 1993 and accounting for more than three-fifths 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 \$61.5 billion in economic value for California.
- Generates \$121.8 billion for the U.S. economy.
- Creates 330,000 jobs in California and a total 820,000 jobs nationwide.
- Pays \$12.3 billion in wages in California and a total \$25.8 billion nationwide.
- Makes \$14.7 billion in state and federal tax payments.
- Attracts 20.7 million tourists annually to all regions of California.
- Generates wine-related tourism expenditures of \$2.1 billion in California.
- Gives \$101.5 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 Profile<sup>1</sup>

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

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

## 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.



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](http://www.wineinstitute.org). 425 Market Street, Suite 1000, San Francisco, CA 94105