



ABOUT WINE INSTITUTE

Established in 1934, the Wine Institute is the public policy advocacy group of more than 1,000 California wineries and affiliated businesses that initiate and advocate state, federal and international public policy to enhance the environment for the responsible production, consumption and enjoyment of wine. The Wine Institute membership represents 85 percent of U.S. wine production and 90 percent of U.S. wine exports.

In support of its mission, Wine Institute acts as a strong voice for the wine industry to educate public policy leaders and decision-makers on the consequences of punitive legislation, regulation and taxation, thus helping to gain fair access to markets for wine and countering the threat of greater excise taxes created by governmental budgetary pressures. Wine Institute provides its members with international market development and a sustainable winegrowing program that promotes environmentally and socially responsible winemaking and grapegrowing practices in California. Wine Institute also contributes to the economic vitality of the state through a campaign with the California Travel and Tourism Commission to bring visitors to cities and rural communities by showcasing California's outstanding wine and food offerings.

The Wine Institute seeks to broaden public understanding of the wine industry and its important role in the American economy, lifestyle and culture; and supports the moderate consumption of wine as a mealtime beverage.

To further global recognition of California's world-class wines, the Institute's international program provides support and guidance to wineries exporting to overseas markets. Promotional campaigns for California wine help develop markets in 27 countries throughout the world, resulting in dramatic growth for California wine exports over the last decade. U.S. wine exports reached \$912 million in 2009 and were shipped to 125 countries.

Based in San Francisco, with offices in Sacramento, Washington, D.C., six regions across the U.S. and 16 foreign countries, the Wine Institute is guided by 80 vintners who are members and alternates of an active board of directors. The current chairman is Tom Klein of Rodney Strong Vineyards. Robert P. (Bobby) Koch is President and CEO of Wine Institute.