

# CALIFORNIA WINES PROFILE



## AMERICA'S #1 WINE PRODUCER

California makes 81% of U.S. wine & is world's 3rd largest producer



## 4,800 BONDED WINERIES<sup>1</sup>

Mainly family-owned businesses, many multi-generational



## 5,900 WINEGRAPE GROWERS

Winegrapes are grown in 49 of 58 counties



## 599,000 ACRES OF WINEGRAPES

(242,400 hectares) 139 American Viticultural Areas. Vineyards preserve open space & scenic beauty



## EMBRACING SUSTAINABILITY

Wineries making 80% of California wine participate in the California Sustainable Winegrowing Program



## 4.0 MILLION TONS OF WINEGRAPES

Over 110 winegrape varieties contributing to California as a wine & food paradise



## 241 MILLION CASES IN THE U.S. MARKET

Volume of California wine sales in the U.S.



## \$1.53 BILLION IN EXPORTS

U.S. wine exports, more than 90% from California, were 42.2 million cases



## \$35.2 BILLION IN RETAIL VALUE

Estimated retail value of all California wine sales in the U.S.

Sources: U.S. Tax and Trade Bureau; BW166; The Gomberg, Fredrikson Report; Global Trade Information Services; and California Dept. of Food & Agriculture. Statistics are for 2017.

1. Bonded wineries includes multiple facilities of single wine companies, bonded wine cellars and alternating proprietorships.





# THE ECONOMIC IMPACT *of* CALIFORNIA WINES

California is America's number one wine state and the fourth largest producer in the world. California wine makes a significant contribution to the nation and all fifty states by providing quality jobs, bolstering economies through hospitality, taxes and tourism and enhancing communities through environmental stewardship.



## ECONOMIC IMPACT OF CALIFORNIA WINE ON THE CALIFORNIA ECONOMY



**EMPLOYS 325,000  
CALIFORNIANS**



**GENERATES \$57.6 BILLION  
IN ANNUAL ECONOMIC ACTIVITY**



**PAYS \$7.6 BILLION IN TAXES**

*Annual local, state and federal business,  
excise taxes & personal taxes*



**PAYS \$17.2 BILLION  
IN WAGES ANNUALLY**



**ATTRACTS 23.6 MILLION TOURIST  
VISITS TO CALIFORNIA WINERIES  
EACH YEAR**



**GENERATES \$7.2 BILLION  
IN ANNUAL TOURISM  
EXPENDITURES**



## ECONOMIC IMPACT OF CALIFORNIA WINE ON THE U.S. ECONOMY



**EMPLOYS 786,000  
AMERICANS**



**GENERATES \$114 BILLION  
IN ANNUAL ECONOMIC ACTIVITY**



**PAYS \$15.2 BILLION IN TAXES**

*Annual local, state and federal business,  
excise taxes & personal taxes*



**PAYS \$34.9 BILLION  
IN WAGES ANNUALLY**

*Economic Impact Report on Wine prepared by John Dunham &  
Associates, New York.*

*Contact [communications@wineinstitute.org](mailto:communications@wineinstitute.org) for methodology or  
see [www.wine-economy.com](http://www.wine-economy.com).*