



The Economic Impact of the California Wine and Winegrape Industry

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 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 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



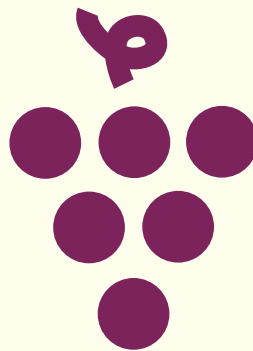
Pays **\$17.2 billion** in wages annually



Attracts **23.6 million** tourist visits to California wineries each year



Generates **\$7.2 billion** in annual tourism expenditures



California Wine Profile



85% of U.S. Production

California is the world's 4th leading wine producer after France, Italy and Spain



4,700 Bonded Wineries

Mainly family-owned businesses, many multi-generational



238 Million Cases in the U.S. Market

Volume of California wine sales in the U.S.



\$34.1 Billion in Retail Value

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



\$1.6 Billion in Exports

Record high sales value to wineries, with 46 million cases sold in 138 countries



5,900 Winegrape Growers

Winegrapes are grown in 49 of 58 counties



602,000 Acres of Winegrapes

138 American Viticultural Areas (AVAs)



4.0 Million Tons of Winegrapes

More than 110 winegrape varieties



\$3.1 Billion in Farmgate Value

One of California's top three ag crops and a major value-added specialty ag product

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 2016, however the number for bonded wineries includes alternating proprietorships and is as of March 2017.

