



The Economic Impact of the California Wine and Winegrape Industry, 2015

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



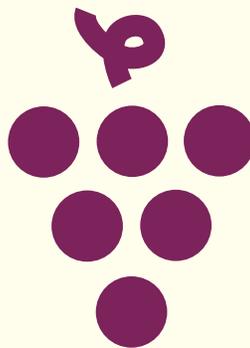
Pays **\$17.2 billion** in wages annually



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



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



California Wine Profile 2015



**85% of U.S.
Production**

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



**4,600 Bonded
Wineries¹**

Mainly family-owned businesses, many multi-generational



**229 Million Cases in
the U.S. Market**

Volume of California wine sales in the U.S.



**\$31.9 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 51 million cases sold in 138 countries



**5,900 Winegrape
Growers**

Winegrapes are grown in 49 of 58 counties



**608,000 Acres
of Winegrapes²**

138 American Viticultural Areas (AVAs)



**3.7 Million Tons
of Winegrapes**

More than 110 winegrape varieties



**\$2.5 Billion in
Farmgate Value**

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

1. From U.S. Tax & Trade Bureau list of bonded wine producers as of June 2016. Includes multiple facilities of single wine companies, bonded wine cellars and alternating proprietorships.
2. New 2015 estimate for number of winegrape producing acres in California. EIR based on earlier estimate of 615,000.

