

CALIFORNIA WINES PROFILE



AMERICA'S #1 WINE PRODUCER

California makes 81% of U.S. wine & is world's 4th largest producer



4,800 BONDED WINERIES¹

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 for methodology or
see www.wine-economy.com.*