

10 REASONS TO LOVE CALIFORNIA WINE



**CELEBRATE
AROUND
THE STATE
IN SEPTEMBER**

DiscoverCaliforniaWines.com

California is celebrated for its scenic beauty and lifestyle. Here are just a few of the many reasons to love its wines, too.

1. SIGNATURE INDUSTRY

Wines have been grown in California for nearly 250 years, and the industry is the fourth largest producer of wine in the world combining art, tradition and innovation. Every bottle of California wine is an ambassador for our culture and cuisine.

2. SUSTAINABLE LEADER

With its statewide California Sustainable Winegrowing Program establishing strong environmental and socially responsible practices from ground to glass, California vintners and growers are leaders among wine producers of the world for their commitment to green.

3. FAMILY BUSINESS

California's 5,900 winegrape growers and 4,700 wineries are primarily family-owned and operated businesses, many involving multiple generations. Decisions are made for the long-term benefit of the business, land and community.

4. WINE LOVERS CHOICE

With winegrapes grown in 49 of the state's 58 counties, California's 138 American Viticultural Areas (AVAs), each with a unique history, soil, climate and terrain,

create an amazing range of high quality wines. California's winegrowing regions offer an equally diverse and exciting range of visitor experiences.

5. CHEF'S FAVORITE

California wines' popularity has grown alongside the nation's fascination with food and interest in fresh, seasonal cooking and dining. Many of America's top chefs work in California, home to more than 400 agricultural crops including winegrapes, with more than 100 varieties grown.

6. ECONOMIC DRIVER

The California wine industry generates 786,000 jobs in the U.S. of which 325,000 are in California. The overall economic impact of the California wine industry on the U.S. economy is \$114 billion; \$57.6 billion on the state economy.

7. CULINARY TRAVELER'S PARADISE

California is the most visited state in the U.S. for food and wine-related activities, with 24 million visits to the state's wine regions each year. California wineries offer a vast array of activities and amenities such as music, art, theater and gardens as well as hands-on visitor experiences.

8. TOP CROP

Although less than one percent of California land is planted to vineyards, California wine is one of the top three agricultural products in the state. Vineyards help keep land in agriculture, and preserve open space and scenic pastoral landscapes.

9. CHARITABLE GIVER

California wineries give more than \$249 million annually in U.S. charitable contributions as well as community betterment projects such as donation of conservation easements to preserve open space, wildlife habitat and native vegetation.

10. A CALIFORNIA "WINE CULTURE"

The growth of magazines, websites, blogs and feature films on wine reflects that wine is part of the American lifestyle. Ninety-four percent of U.S. wine lovers live in states where they can order wine directly from California wineries, which produce 85% of all wine made in the U.S.

