



Talking Points

WINE COUNTRY TABLE: With Recipes that Celebrate California's Sustainable Harvest features gorgeous photography of vineyards and farms from every region of the state with portraits of 23 vintners and 50 delicious recipes that illustrate California agriculture, history and culinary diversity, and the state's visionary leadership in sustainability.

Wine Country Table has national and international appeal

- Janet Fletcher's recipes draw on the abundance and variety of California's wine country and speak to the garden-fresh cooking and farm-to-table movements that have taken root in every region of the country. California winegrowers and farmers are leading the way with sustainable practices that are recognized throughout the world. The wine pairing recommendations appeal to cooks everywhere.
- Californians came from all over the world, bringing their crops and cuisine with them. Think of the California crops that have transitioned from ethnic or rare to mainstream in a generation, among them arugula, Asian basil, broccoli rabe, endive, clementines, frisée, lemongrass, pomegranates, and radicchio. Thanks to California farms, US produce markets have never been more enticing.

Sustainability and California Wineries

- Wherever you are in the Golden State, you are not far from wine grapes and the passionate people who transform them into wine. Because of their leadership in the sustainable farming movement California wineries are global role models for environmental stewardship.
- As the global leader in sustainable winegrowing—with nearly 70 percent of California's wines made in a Certified Sustainable winery—using practices friendly to the earth and the people upon it, it's easy to find "green" California wines any time of year.
- *WINE COUNTRY TABLE* celebrates California's leadership in sustainable winegrowing, featuring innovative winemakers as well as delicious recipes and stunning photography
- The book is out just in time for California's Down to Earth Month in April, where wineries all over the state celebrate California global leadership in wine sustainability



Travel and Visitors

- With its beautiful photographs, stories, and recipes, *Wine Country Table* is a generous resource for visitors and new arrivals who want to experience and learn about the range of food, wine, and agricultural bounty available throughout the expanse of the Golden State.
- For visitors and new arrivals to the Golden State, the photos, stories, and recipes *Wine Country Table* offers create comprehensive picture of the rich diversity in food, wine, and agriculture that make the California experience so rewarding.
- This new *WINE COUNTRY TABLE* book takes visitors on a California wine & food tour, featuring outstanding sustainability leaders and wineries to explore.
- The book includes 50 recipes that bring California wine country into your home.

Background and Facts

- *WINE COUNTRY TABLE, With Recipes that Celebrate California's Sustainable Harvest.* Book and all original recipes written by Janet Fletcher. Photographs by Robert Holmes (wineries and vineyards) and Sara Remington (farmers and recipes). Published by Rizzoli April 2019. Conceived and edited by Nancy Light and Allison Jordan, Wine Institute.
- The book was supported in part by a 2016 USDA Specialty Crop Block Grant to Wine Institute administered by the California Department of Food and Agriculture (CDFA).
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