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Hello, from California Wines

Crisp, bright mornings greet California vineyards these days. It's an insider secret: winter is one of the best times to visit California wine country. And this winter, California Wines once again is active around the world. Read on, to learn about our happenings, diverse wine regions and wines, sustainability milestones, California cuisine (our featured [recipe](#)) — and more.

AROUND THE GLOBE

We achieved another record export year in 2012 —more than \$1.4 billion in U.S. wine exports (90% of wine exports in the U.S. are from California)! California now exports more than 50 million cases to 125 countries, up 65 percent from 31 million cases in 2002. Highlights of recent and upcoming trade events:

- Canada.** California was the theme region at the 2013 Vancouver International Wine Festival during the week of February 25th, which featured winery seminars, new-to-market and unique wines, as well as wines already in-market, and wine and food events.
- Canada.** Registration for the 2013 six-city California Wine Fair tour across Canada closed in December, with 108 winery members signed up to pour a total of 222 labels. With robust California sales trending in all markets, we anticipate strong trade and consumer attendance at this year's Fairs which will be held in Quebec City, Montreal, Ottawa, Toronto, Calgary and Halifax in April.
- Europe.** The California Wines European Spring Tour is well underway, with a number of select vintners conducting California wine presentations on a variety of topics during four stops in London, Amsterdam, Stockholm and Zurich during the week of March 18th.
- Germany.** Exhibitor demand for participation at the next international wine trade show, held in Düsseldorf from 24 to 26 March 2013, was higher than ever. California Wines had an impressive presence with a 4,400 square foot California Wines pavilion, where more than 70 vintners presenting more than 140 brands.
- Europe.** "California Wine Months" will launch in Germany, Denmark and Poland between February and April. More than 80 participating retail shops and restaurants developed Action Plans, offering support to retailers and restaurants that hold a promotion—special wine offers by the bottle and tastings, for example—with California wines.
- Germany.** In February we conducted a tasting for more than 40 top German sommeliers at the Excelsior Hotel Ernst in Cologne. Objectives were to address perceptions about the ageability of California wines, ignite interest in the quality and style of mid-range wines, and encourage sommeliers to add California to wine lists in the popular price segment.
- China.** We expect positive results from the upcoming annual California Wines China trade mission in May. (Outcomes will be summarized in the next Discover California Wines e-newsletter.) Our most recent awareness-building campaign scored exposure in several key media outlets: Trading Up, China Food, Wine Press, Fine Wine and Liquor, Drink Guide, Noblesse and Wine.cn.

FROM GRAPE TO GLASS

- An impressive year-end tally: in 2012, 3.7 million tons of winegrapes were harvested in California, representing more than 110 winegrape varieties. The 2012 California wine grape harvest yielded generous amounts of high quality fruit, and winemakers across the state are describing this year's vintage as "excellent," "outstanding" and "ideal."
- Whet your appetite with the newly launched [California Wines Food Tour video](#), a fast-paced visual feast pairing scenes of California's culinary highlights with California wines from 116 unique growing regions.
- The California Sustainable Winegrowing Program continues with notable growth. Since 2002, 1,800 vineyard and winery organizations, representing 72% of California's winegrape acreage and 74% of case production, have used the Code to self-assess operations.
- New milestones: the California Sustainable Winegrowing Alliance has held 232 targeted education workshops for 10,737 participants. Fifty-six wineries and 178 vineyards (more than 12% of statewide acreage) have been CCSW-Certified, and countless others are certified by Bay Area Green Business, Biodynamic® and Fish Friendly Farming, Lodi Rules, Napa Green, Organic and SIP-Certified.

FROM FARM TO TABLE



A slightly sweet cherry sauce enhances this tender, moist, crispy duck breast. Pair with California Pinot Noir or Zinfandel.

Pan-Seared Duck Breast with Cherry Pinot Noir Sauce

Serves four **Ingredients:**

- 4 duck breast halves, with skin
- salt and ground black pepper
- 2 tablespoons (30ml) shallots, finely chopped
- 1 garlic clove, peeled and finely chopped
- 1 cup (240ml) dry California Pinot Noir
- 1 cup (240ml) chicken stock
- 1/2 cup (70g) dried cherries, sliced in halves
- 2 tablespoons (30ml) unsalted butter
- cooked long-grain white rice

Preheat oven to lowest temperature.

With a sharp knife, make three long shallow cuts about 1/2-inch (1.3cm) apart, just through the skin of each half breast.

Season the breasts generously with salt and pepper. Heat a large skillet over medium heat, until hot.

Place the breasts, skin-side down, in the skillet. Cook for 8 minutes; the skin should be deep golden brown.

Turn the breasts and cook and cook for 3 minutes (for medium rare), or longer.

Transfer the breasts to a heatproof dish and place it the oven to keep warm. Remove all but two tablespoons (30 ml) of the duck fat from the skillet.

Place the skillet over medium heat and add the shallot and garlic.

Cook for 1 minute, stirring often, until the garlic is lightly browned.

Raise heat to medium-high and pour the wine and chicken stock into the skillet.

Bring to a low boil and cook for 5 minutes to reduce the liquid and thicken it slightly.

Add the cherries and cook for 2 minutes.

Remove the skillet from heat and quickly whisk in the butter. Season with salt and pepper to taste.

Remove the duck breasts from the oven and cut on a diagonal into 1/2-inch (1.25cm) slices.

To serve, divide the rice among four plates, arrange the duck slices over the rice and spoon the sauce over and around the duck.

HAPPENINGS & EVENTS

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