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FASCINATING FACTS ABOUT CALIFORNIA WINE

The Wine Institute of California has created some fascinating facts to keep wine lovers intrigued. Many of these nuggets of knowledge can be found on Wine Institute's consumer web site at: www.discovercaliforniawines.com.

Below are some highlights:

How much wine does California produce?

Although wine production now takes place in all 50 states, California is the uncontested leader -- making about 90 percent of all American wine. California is also the fourth largest wine producer in the world, behind France, Italy and Spain. This is among the many reasons why California is the top wine and food destination in the United States.

<http://www.discovercaliforniawines.com/meet-the-grapes/wine-101/>

Why does so much great wine and food come from California?

The size of the state and the diversity of its soils and climates mean that a vast array of fresh, seasonal crops thrive there, making California the nation's top agricultural state. Winegrapes are one of more than 400 agricultural products produced in California, and more than 117 varieties of winegrapes are grown here. This abundance of fresh ingredients and superior local wines attracts renowned chefs and sommeliers from all over the world, creating some of the best restaurants in the U.S. <http://www.discovercaliforniawines.com/meet-the-grapes/wine-and-food/>

What else can visitors to California's wineries do besides taste wine?

If one likes wine tasting and wine tours, many wineries offer other activities to further enhance the experience, such as: 97 wineries offer art displays or fine art museums; 69 wineries feature restaurants; 69 present music and theater performances; 102 have gardens for strolling; 197 provide picnic areas; and 148 have unique architecture and/or caves. To search these and other amenities, go to: <http://www.discovercaliforniawines.com/discover-california/wine-map-winery-directory/>

How many acres of winegrapes are planted in California?

Winegrapes are grown in 48 of California's 58 counties covering 535,000 acres—less than one percent of the state's terrain -- and ranking among the state's top 10 agricultural products.

What is the most popular wine from California?

By volume, Chardonnay remains the leading varietal wine from California, followed by Cabernet Sauvignon, and Merlot. Other wines increasing in popularity include Pinot Noir, Zinfandel, Sauvignon Blanc, Moscato, Pinot Grigio and Riesling.

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What celebrities own wineries in California?

It's not surprising that even celebrities want a piece of the California Wine Country lifestyle and business. Many types of celebrities, from actors to sports figures, either own or co-own a winery in California. These celebrities include: California Lieutenant Governor Gavin Newsom, racecar driver Randy Lewis, film director/chief creative officer for Pixar and Walt Disney animation Tom Lasseter, football coach and former quarterback Dick Vermeil.

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What is an appellation? How do I know where my wine comes from?

Wineries are required to put information on the label identifying where the grapes for the wine were grown, and the wine label term for this geographic origin is appellation. If the label says "California," then you know that 100% of the grapes were grown in the state (which is itself an "appellation)." <http://www.discovercaliforniawines.com/discover-california/>

What does "estate grown" on a wine label mean?

"Estate grown" on the label means that the winery and the vineyard where all the grapes are grown are located in the same viticultural area. The winery owns or controls the vineyards, and the wine was made by the winery at its facility on the estate.

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What's the difference between Pinot Gris and Pinot Grigio?

No difference except the origin of the names. Pinot Gris takes its name from its pinkish-gray grapes ("gris" means "gray" in French and "grigio"—as the wine is called in Italy—means "gray" in Italian.) This wine has recently gained popularity in the U.S., and thrives in California's cooler coastal spots.

<http://www.discovercaliforniawines.com/meet-the-grapes/>

When did California emerge onto the international wine scene?

Although California has been harvesting grapes since the 18th century, the Golden State expanded its global winemaking celebrity in 1976. That year California wines entered the infamous Judgment of Paris blind wine tasting competition, surprising the wine world by beating French wines in both red and white wine categories.

Which two more recent movies feature California wine?

Sales of Pinot Noir jumped after the main character in the 2004 hit movie, "Sideways," extolled the varietal's virtues. The movie, "Bottle Shock," in 2008 tells the story of the aforementioned 1976 "Judgment of Paris," where California first achieved global recognition.

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When and where were winegrapes first planted in California?

In 1769 famous Franciscan missionary Father Junipero Serra planted the Mission grape variety at Mission San Diego de Alcalá. This first planting was done to create wines for the church and soon spread to other missions across California.

What type of winegrape was still widely grown in California during Prohibition?

Zinfandel, which was often shipped to home winemakers who could legally make up to 200 gallons of wine annually for home consumption. A few wineries were also allowed to make sacramental wines.

What is California sustainable winegrowing?

Sustainable winegrowing is a set of best practices that guide California's growers and vintners in producing wine in an environmentally friendly and socially responsible manner that benefits families, employees, communities and wildlife, and the soils, air and water that make great wines

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possible. The California wine community has the most widely adopted green winemaking and winegrowing program in the world and one of the few that measures and reports statewide performance. The program has earned the state's top environmental honor, the Governor's Environmental and Economic Leadership Award (GEELA).

<http://www.discovercaliforniawines.com/sustainable-winegrowing/>

California Wine Facts at a Glance

Number of wineries in California	3,600
Number of winegrape growers in California	4,600
Varieties of winegrapes grown in California	More than 117
Counties in California where winegrapes are grown	48 out of 58
750 ml. bottles in a case of wine	12
Bottles produced with one ton of California winegrapes	780 bottles (750 ml) or 65 cases
Amount of winegrapes in one (750ml) bottle of wine	600-800 grapes or 2.8 lbs.
Bottles produced by one grapevine	Approximately 5
Percent of wine sold in U.S. purchased by women	55.4%
People who visit California wine regions annually	20.7 million
California Wine Sales	240 million cases worldwide in the U.S. and abroad in 2011
California's Top Export Markets	European Union is #1, followed by Canada, Hong Kong, Japan and China

For more information on California's varietals and visiting wine regions, go to www.discovercaliforniawines.com.