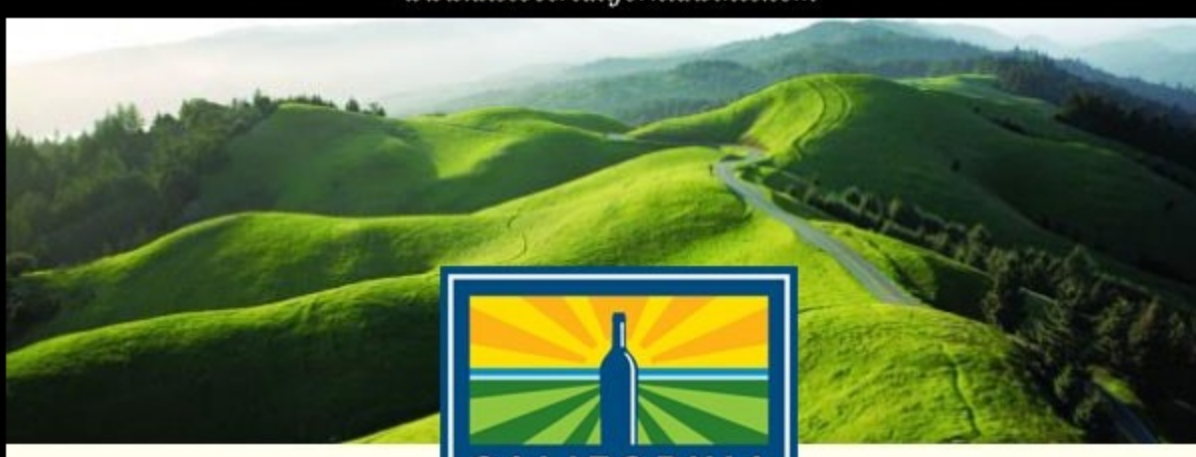


# DISCOVER CALIFORNIA WINES

[www.discovercaliforniawines.com](http://www.discovercaliforniawines.com)



Hello, from California Wines

After weathering a few years of drought, California's winegrape growers have experienced welcome and abundant rains this season. Ample snowpack in the mountains hopefully bodes well for replenishing depleted groundwater levels. The state is once again green and lush.

## From Grape to Glass

- **Trade.** Despite challenges from a strong dollar, [U.S. wine exports, 90% of which come from California, reached a new record](#). Winery revenues were \$1.62 billion in 2016, up 1% from 2015. Volume was 412.7 million liters or 45.9 million cases. California wine's global trend toward premiumization continues.
- **Travel.** Our series of road trips through the Golden State's myriad wine regions continues, with itineraries for several areas such as [Monterey County](#), the [Inland Valleys](#), and [Southern California](#), where Franciscan monks first planted winegrapes in 1769. Find these and other itineraries around the state on the [Discover California Wines Media & Trade page](#).
- **Green.** New research, commissioned by the California Sustainable Winegrowing Alliance (CSWA), shows that [a majority of the U.S. wine trade considers sustainability when making purchasing decisions](#) and expects demand to increase over the next decade. CSWA recently revamped the Certified California Sustainable Winegrowing program to enable use of the certification logo on wine bottles.

## From Farm to Table



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### Pan Roasted Salmon with Caramelized Endive

Serves 4

Braised and caramelized endive is subtly bittersweet—and a perfect partner for tender crispy-skinned salmon filets. Pair with California Chardonnay or Pinot Noir. [See the full recipe on the Discover California Wines site.](#)

**Still hungry?** Discover more seasonal recipes with California wine pairings on [our wine and food page](#).

## Around the Globe

- **Global.** Planning for the California Wines Summit 2017 program is underway, set to take place in California during the week of May 14th, 2017. The week-long program will once again include VIP media and trade guests from California's top export markets and feature 400 California wines, 200 vintner spokespeople, and 50 AVAs.
- **UK.** California Wine Institute has named new representation in the United Kingdom. Golden State Wines UK, led by wine industry veterans Justin Knock, MW, and Damien Jackman, will manage trade representation and serve as brand ambassadors. R & R Teamwork will provide public relations and media relations, and Spear Communications will manage the London annual tasting event on September 27, 2017. The new team will be hosting a high-level group of trade and media in Sonoma and Napa in early March with an aim to reacquaint key influencers in both the UK trade and media with the quality and diversity of California's winegrowing regions.
- **Ireland.** The Dublin office has entered into a new partnership with IMMA, Irish Museum of Modern Art. Members of the museum enjoy discounted prices and exclusive tastings. The museum is visited by 500,000 guests each year. Follow the Ireland office's activities via their new Facebook page at [www.facebook.com/CaliforniaWinesIreland](http://www.facebook.com/CaliforniaWinesIreland).
- **Europe.** The California Wines European Spring Tour kicks off in March, with nearly 100 California wineries represented in the following cities: Amsterdam (Monday, March 13th), Warsaw (Tuesday, March 14th), Stockholm for Go West! (Wednesday, March 15th), Oslo (Wednesday, March 22nd), and Dusseldorf for ProWein 2017 (see details below).
- **Germany.** California Wines invites all to meet over 250 wineries in the California Pavilion at ProWein (March 19th-21st, Dusseldorf, Germany) and to taste some of the 1000+ wines from the Golden State. On the newly launched site, attendees can register for one or more of our 17 thirty-minute "Take a Road Trip" seminars covering the wine regions of Santa Barbara, Paso Robles, Monterey, Lodi, Sonoma and Napa. Only 28 seats are available in each seminar, so early registration is recommended. Visit [www.california-prowein.com](http://www.california-prowein.com) for more details.
- **Canada.** The sale of U.S. wines increased by 1.6% in volume and 2.3% by value in the 12 months ending November 5, 2016. The strongest areas of growth are Ontario, followed by Saskatchewan, Manitoba and B.C. California produces about 85% of all American wine. The California Wine Fairs 2017 will take place this Spring, with more than 100 wineries represented in the following cities: Quebec City, PQ (Tuesday, March 28th), Montreal, PQ (Thursday, March 30th), Ottawa, ON (Friday, March 31st), Toronto, ON (Monday, April 3rd), Halifax, NS (Wednesday, April 5th), Vancouver, BC (Monday, April 24th), and Calgary, AL (Tuesday, April 25th).
- **China.** California Wines will be conducting 17 Master Classes throughout China over the next six months. Of these classes, 13 will be the "Introduction to California Wines", and 4 will be the "Showcase Zinfandel" class. The programs will include wines from throughout the Golden State that are most representative of our varieties and AVAs.
- **China.** U.S. wine exports, 90% from California, are showing significant signs of growth in China, the #5 export market for California wines. The segment saw a 47% growth in dollar value to \$82 million, and a corresponding 11% growth in volume in 2016. This signals the increasing popularity of premium wines from the Golden State in the China market.
- **China.** California Wine Institute sponsored a tasting with key industry executives and Chinese media at the residence of U.S. Ambassador Max Baucus and his wife, Melodee Hanes. The Beijing event featured 40 luxury California wines to showcase some of the very best that California has to offer.
- **Mexico.** The California Wines Mexico Tour takes place in February 2017, with stops in Mexico City (February 14th) and Los Cabos (February 16th). Each tour stop includes a seminar program led by Geoff Kruth, MS, as well as a trade tasting.
- **US.** California Wine Institute hosted more than 150 international trade and media visitors from 15+ countries throughout California's wine country during 2016.



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