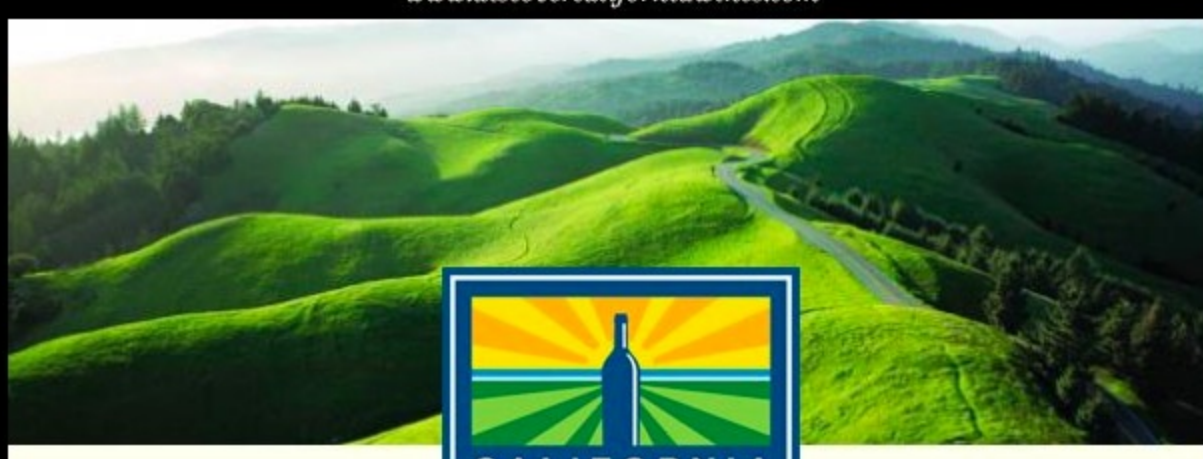


DISCOVER CALIFORNIA WINES

www.discovercaliforniawines.com



Hello, from California Wines

Though fires affected winegrowing regions across the state last autumn, their impacts were less than feared. An initial dip in tourism rebounded into a strong season, with many wineries reporting banner sales in the last months of the year. Now, it's a time for healing and regrowth, as the California wine industry looks forward to the 2018 season.

From Grape to Glass

- **Trade.** California Wines is hard at work developing programming for international trade and media groups to visit California in 2018. We hosted more than 170 visitors from over 20 countries during 2017. Cheers to all of our new "California Wines Ambassadors" throughout the world.
- **Video.** Our new short film series, "[California Wines: Behind the Glass](#)," covers the regions, climates, grapes and people that make California wine, set against the state's iconic landscapes. "[California Wine Month](#)," the first in the 23-part video series, debuted September 6, with new videos posted every week until March.
- **Green.** Want to stay on the cutting edge of what's new in sustainable winemaking in California? Sign up for the [Down to Earth Newsletter](#), a monthly newsletter celebrating the commitment of California vintners and growers to sustainable winegrowing and winemaking. Enjoy profiles of vintners and growers who share best practices, and get the latest news in sustainable winegrowing.

From Farm to Table



Baked Pears with Coconut Chocolate Crumble

Serves 6

Delicate and fragrant, these baked pears have a sweet crunchy topping laced with coconut and chocolate. Pair with California Sparkling Rosé or Dessert Wine.

[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

- **UK and Ireland.** The Southern California Media and Trade trip last October netted significant interest from numerous partners, including Bottle Apostle and Uncorked in London, and Scotland's Balmoral and Woodwinters. As a result of the California Wines Summit program in May, Terry Kandylis, Head Sommelier for exclusive wine club 67 Pall Mall in London, has added 100 California wines by the glass in their newly renovated and expanded bar. Media trips also garnered glowing press mentions in the Irish media, including [John Wilson for The Irish Times](#), [Tomás Clancy for the Sunday Business Post](#), and [Corinna Hargrave for The Irish Independent](#).
- **Canada.** The California Wines Grand Tasting wildfire relief fundraiser brought more than 350 guests to the December 4th event at the Liberty Grand in Toronto. More than \$55,000 was raised, to be donated to the Canadian Red Cross, who will assist in the recovery efforts in Northern California. In conjunction with the tasting, Steven Campbell of leading importer/agent Lifford and California Wine Institute collaborated to organize a seminar for Toronto sommeliers, featuring older vintages of California Cabs and Zins and commentary from an all-star panel including Jennifer Huether MS, John Szabo MS, Bruce Walner MS, Will Predhomme, Sommelier and Jamie Drummond, Sommelier/Writer.
- **Japan.** Our California Wines team in Japan has started to prepare for the Wine-By-The-Glass Promotion 2018, with a goal of 250 participating restaurants that sell California wines by the glass for two months in April and May. The featured varietal in the 2018 program will be Cabernet Sauvignon, and all California wine importers are advised to expand their Cabernet portfolio in advance of the promotion.
- **China.** More than 1,000 fine wine lovers in China had the chance to meet their favorite winemakers and taste over 600 wines at the fourth Decanter Shanghai Fine Wine Encounter, on November 18th at The Ritz-Carlton Shanghai, Pudong. This year, Decanter partnered with the California Wines to showcase the best of what the Golden State has to offer. Professional Chinese sommeliers were on hand in the "California Experience" room to assist in the pouring of 85 premium California wines displayed in several tasting zones, including Cabernet Sauvignon, Chardonnay, Pinot Noir and Zinfandel. CWI partnered with Visit California to create a virtual reality kiosk at the entrance to the California Room. The installation allowed guests to "visit" California in a virtual sense and was a hit with visitors. [See the "sizzle reel" of the event.](#)

