

10 REASONS TO LOVE CALIFORNIA WINE



**CELEBRATE
CALIFORNIA
WINE MONTH
IN SEPTEMBER**

California is celebrated for its scenic beauty and lifestyle. Here are just a few of the many reasons to love its wines, too. Visit: discovercaliforniawines.com for more.

1. SIGNATURE INDUSTRY

Wines have been grown in California for nearly 250 years, and the industry is the fourth largest producer of wine in the world combining art, tradition and innovation. Every bottle of California wine is an ambassador for our culture and cuisine.

2. SUSTAINABLE LEADER

With its statewide California Sustainable Winegrowing Program, establishing strong environmental and socially responsible practices from ground to glass, California vintners and growers are leaders for other wine regions—and agricultural producers—in the U.S. and the world.

3. FAMILY BUSINESS

California's 5,900 winegrape growers and 4,400 wineries are primarily family-owned and operated businesses, many involving multiple generations. Decisions are made for the long term benefit of the business, land and community.

4. WINE LOVERS CHOICE

With winegrapes grown in 49 of the state's 58 counties, California's 138 American Viticultural Areas (AVAs), each with a unique history, soil, climate and

topography, create an amazing range of high quality wines. Its winegrowing regions offer an equally diverse and exciting range of visitor experiences.

5. CHEF'S FAVORITE

California wines' popularity has grown alongside the nation's fascination with food and interest in fresh, seasonal cooking and dining. Many of America's top chefs work in California, home to more than 400 agricultural crops and wines to go with them.

6. ECONOMIC DRIVER

The California wine industry generates 786,000 jobs in the U.S. of which 325,000 are in California. The overall economic impact of the California wine industry on the U.S. economy is \$149 billion; \$75 billion on the state economy.

7. CULINARY TRAVELER'S PARADISE

California is the most visited state in the U.S. for food and wine-related activities, with 24 million visits to the state's wine regions each year. California wineries offer a vast array of cultural activities such as music, art, theater, gardens and other visitor "immersion" activities.

8. TOP CROP

Although less than one percent of California land is planted to vineyards, California wine is one of the top three agricultural products in the state. Vineyards help keep land in agriculture, and preserve open space and scenic pastoral landscapes.

9. CHARITABLE GIVER

California wineries give more than \$101 million annually in charitable contributions as well as community betterment projects such as donation of conservation easements to preserve open space, wildlife habitat and native vegetation.

10. A U.S. "WINE CULTURE"

Wine consumption has risen for more than two decades in the U.S., and the growth of wine magazines, websites, blogs and feature films attests to the fact that wine has become part of mainstream American lifestyle and culture. California's success in wine production has helped inspire wine-making ventures in all 50 U.S. states.

