



CELEBRATE CALIFORNIA WINE



SIGNATURE INDUSTRY

Wines have been grown in California for nearly 250 years, and the state is the fourth largest wine producer in the world.



ECONOMIC DRIVER

California wine generates 786,000 jobs in the U.S of which 325,000 are in California. The economic impact on the U.S. economy is \$114 billion; \$57.6 billion on the state economy.

SUSTAINABLE LEADER

Wineries making 75% of California wine participate in the California Sustainable Winegrowing Program.



CULINARY TRAVELER'S DELIGHT

California is the most visited state in the U.S. for food and wine-related activities, with 24 million visits to wine regions yearly.



FAMILY BUSINESS

California's 5,900 winegrape growers and 4,800 wineries are primarily family-owned, making decisions for long-term benefit of their community, land and business.



TOP CROP

Less than 1% of California land is planted to winegrapes, yet wine is one of the top three agricultural products in California, accounting for 81% of U.S. wine.

WINE LOVER'S PARADISE

California winegrapes grow in 49 of 58 counties with 139 American Viticultural Areas, offering an exciting range of high quality wines and visitor experiences.



CHARITABLE GIVER

California wineries give more than \$249 million annually in U.S. charitable contributions and donate to communities by preserving open space, wildlife habitat, scenery and more.



CHEF'S FAVORITE

Many of America's top chefs work in California - home to 400 agricultural crops including winegrapes with 100-plus varieties grown.



A CALIFORNIA "WINE CULTURE"

Each bottle of California wine is an ambassador for the state's world-famous lifestyle, culture and cuisine.