

CALIFORNIA WINES PROFILE



AMERICA'S #1 WINE PRODUCER

California makes 81% of U.S. wine & is world's 4th largest producer



3,900 BONDED WINERIES¹

Mainly family-owned businesses, many multi-generational



5,900 WINEGRAPE GROWERS

Winegrapes are grown in 49 of 58 counties



637,000 ACRES OF WINEGRAPES

(242,400 hectares) 139 American Viticultural Areas. Vineyards preserve open space & scenic beauty



EMBRACING SUSTAINABILITY

85% of California's wine is produced in a Certified California Sustainable Winery



4.28 MILLION TONS OF WINEGRAPES

Over 110 winegrape varieties contributing to California as a wine & food paradise



248 MILLION CASES IN THE U.S. MARKET

Volume of California wine sales in the U.S.



\$1.46 BILLION IN EXPORTS

U.S. wine exports, 95% from California, were 41.7 million cases



\$40.2 BILLION IN RETAIL VALUE

Estimated retail value of all California wine sales in the U.S.

Sources: U.S. Tax and Trade Bureau; BW166; The Gomberg, Fredrikson Report; Global Trade Information Services; and the California Dept. of Food & Agriculture. Statistics are for 2018.

1. Bonded winery number as of June 2019 includes all bonded winery production facilities; excludes second tasting rooms and other non-production bonded wine premises. Source: Wines Vines Analytics.





THE ECONOMIC IMPACT *of* CALIFORNIA WINES

California is America's number one wine state and the fourth largest producer in the world. California wine makes a significant contribution to the nation and all 50 states by providing quality jobs, bolstering economies through hospitality, taxes and tourism and enhancing communities through environmental stewardship.



ECONOMIC IMPACT OF CALIFORNIA WINE ON THE CALIFORNIA ECONOMY



EMPLOYS 325,000 CALIFORNIANS



GENERATES \$57.6 BILLION IN ANNUAL ECONOMIC ACTIVITY



PAYS \$7.6 BILLION IN TAXES

\$7.6 billion annual total: \$4.5 billion in federal taxes, \$3.1 billion in California and local taxes



PAYS \$17.2 BILLION IN WAGES ANNUALLY



ATTRACTS 23.6 MILLION TOURIST VISITS TO CALIFORNIA WINERIES EACH YEAR



GENERATES \$7.2 BILLION IN ANNUAL TOURISM EXPENDITURES



ECONOMIC IMPACT OF CALIFORNIA WINE ON THE U.S. ECONOMY



EMPLOYS 786,000 AMERICANS



GENERATES \$114 BILLION IN ANNUAL ECONOMIC ACTIVITY



PAYS \$15.2 BILLION IN TAXES

Annual local, state and federal business, excise taxes & personal taxes



PAYS \$34.9 BILLION IN WAGES ANNUALLY

2015 Economic Impact Report on Wine prepared by John Dunham & Associates, New York.

Contact communications@wineinstitute.org for methodology or see www.wine-economy.com.