

California Wines Profile



America's #1 Wine Producer

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



4,200 Bonded Wineries¹

Mainly family-owned businesses, many multi-generational



5,900 Winegrape Growers

Winegrapes are grown in 49 of 58 counties



635,000 Acres of Winegrapes

(256,975 hectares) 139 American Viticultural Areas. Vineyards preserve open space & scenic beauty



Embracing Sustainability

More than 90% of California's wine is produced in a Certified California Sustainable Winery



3.92 Million Tons of Winegrapes

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



242 Million Cases in the U.S. Market

Volume of California wine sales in the U.S.



\$1.36 Billion in Exports

U.S. wine exports, 95% from California, were 41.3 million cases



\$43.6 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 California Dept. of Food & Agriculture. Statistics are for 2019.

1. Bonded winery number as of July 2020 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 fifty 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

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