



# YEAR IN REVIEW

Highlights of 2015  
+  
A Look Ahead

## ABOUT WINE INSTITUTE

### MEMBERS

- 950+ California winery and associate members represent 85% of U.S. wine production
- 70% produce under 5,000 cases/year
- Membership is open to bonded California wineries

### BOARD & COMMITTEES

- 80-member board includes small, medium and large vintners from every region in California
- No winery has more than two votes
- All members are invited to attend quarterly board meetings, seminars and workshops and join membership committees

### OFFICES & STAFF

#### HEADQUARTERS

SAN FRANCISCO  
425 Market Street  
24 staff members.

#### SACRAMENTO

915 L Street  
3 staff members.

#### WASHINGTON, D.C.

601 Thirteenth Street, N.W.  
5 staff members.

Legislative representatives in six regions cover all state capitals outside of California. See legislative representatives directory on page 7.

International representatives and agencies represent California wine in 16 export markets: Canada, China, Continental Europe, Denmark, Germany, Hong Kong, Japan, Mexico, Nordic countries, Poland, Russia, Southeast Asia, South Korea, Taiwan, United Kingdom & Ireland.

See staff directory on page 19.



# OUR MISSION

To initiate and advocate public policy that enhances the ability to responsibly produce, promote and enjoy wine.

Wine Institute is the only organization in the U.S. representing the interests of wine at the state, federal and international levels.



*Printed on 100% post-consumer waste, and processed chlorine free, New Leaf Reincarnation paper, designated Ancient Forest Friendly and manufactured with electricity that is offset with Green-e® certified renewable energy certificates.*



*Bobby Koch at a D.C. press conference on Country of Origin Labelling (COOL) with Rep. Mike Conaway (R-TX), Chairman of the House Agriculture Committee, Congressman Jim Costa (D-CA) and other members of Congress.*

# HIGHLIGHTS OF 2015 AND A LOOK AHEAD

I'm pleased to share with you our key activities and accomplishments last year which have positioned us well for the challenges and opportunities we're addressing in 2016. Our team has been working hard to protect the interests of our members in Washington, D.C., all 50 states, and internationally.

Wine Institute halted tax and fee bills in Sacramento and in capitols across the country, expanded winery privileges for Direct-to-Consumer shipping and in social media, and ensured that California wine interests were well-represented before state legislatures.

We passed COOL repeal legislation to end the trade dispute – and avert devastating tariffs on our wines – with Mexico and Canada, our single largest export market, and are advocating to significantly reform the federal excise tax on wine.

We also broke new records with export sales, expanded participation in the California

Sustainable Winegrowing self-assessment and certification programs, and shined a positive light on our industry through our statewide celebrations for California Wine Month and Down to Earth Month.

Please take a few minutes to review this report for a better understanding of how we work on your behalf every day.

ROBERT P. KOCH  
*President & CEO*

## GOVERNMENT RELATIONS

### OUR TOP PRIORITY:

*Advocating public policy at the state, federal and international levels that is sound, equitable, based on science and allows California wineries to thrive and contribute to our state and nation.*

# CALIFORNIA

Wine Institute's work in the state capitol in 2015 ensured continued funding for research and eradication of PD/GWSS and other vineyard pests/diseases and prevented new taxes and fees. We also expanded social media privileges and made certain that the wine industry's interests were recognized in legislative negotiations on numerous labor and environmental issues.

## HIGHLIGHTS

**WINE YEAST SALES TAX REFUND:** At Wine Institute's request, California's Board of Equalization (BOE) updated its legal opinion regarding the application of sales and use tax on yeast and yeast derivatives used in winemaking. Consistent with its rule for brewer's yeast, BOE has determined that the tax is also no longer applicable for wine yeast. The new interpretation is effective Jan. 6, 2016 and is, with some exceptions, retroactive for tax years 2013, 2014 and 2015. Wineries that purchased yeast and yeast derivatives directly will be able to file for a refund from BOE. Wineries that purchased from vendors, will be able to receive refunds from their vendors who must file on their behalf. The refund process, whether direct or through a vendor, is likely to take several months as details of the process are confirmed by BOE.

**PD/GWSS ASSESSMENT EXTENDED:** Wineries and independent growers voted overwhelming to extend the winegrape assessment for the Pierce's Disease and Glassy-winged Sharpshooter (PD/GWSS) Program, ensuring that the significant financial contribution by the U.S Department of Agriculture (\$436.4 million to date) to control the spread of PD/GWSS continues. With the 5-year extension to 2020, the industry will also be able to conduct research on invasive pests and diseases, like Red Blotch and vine mealy bug. Wine Institute was active in the get-out-to-vote effort.

**REGULATORY FEE RELIEF:** WI-sponsored AB 143 (Wood), effective on Jan. 1, 2016, allows wineries to avoid a local government food-facility permit if their facilities offer no more than 25 square feet of space for pre-packaged, sealed foods.

**COCKTAIL TAX BLOCKED:** WI was part of a broad coalition that stopped AB X2 18 (Bonilla). This special-session measure would have imposed a nickel-a-drink tax on spirits-based cocktails purchased at on-sale establishments to fund developmental disability services setting a precedent for future earmarked taxes.

**SOCIAL MEDIA REFORM:** AB 780 (Williams,) permits wineries and other alcohol suppliers to proactively communicate with consumers about where their products are available at retail. Previously, suppliers were only permitted to reply to consumer requests for information on retail availability. AB 776 (Cooper) authorizes wineries and other suppliers to advertise their participation in nonprofit events sponsored by retailers. Both laws took effect on January 1, 2016.



# CALIFORNIA WINE BY THE NUMBERS



CALIFORNIA IS AMERICA'S TOP WINE PRODUCER, MAKING 85% OF ALL U.S. WINE



CALIFORNIA IS THE WORLD'S FOURTH LARGEST WINE PRODUCER AFTER ITALY, FRANCE AND SPAIN



NUMBER OF CALIFORNIA'S 58 COUNTIES THAT GROW WINEGRAPES



AMERICAN VITICULTURAL AREAS (AVAS) IN CALIFORNIA



MILES OF COASTLINE THAT BRING COOL OCEAN AIR TO OUR VINEYARDS AND CREATE OUR FAMOUS FOG



NUMBER OF DIFFERENT SOIL TYPES IN CALIFORNIA



NUMBER OF WINERIES, NEARLY ALL FAMILY OWNED



NUMBER OF WINEGRAPE GROWERS



ACRES UNDER VINE, COVERING LESS THAN 1% OF ALL LAND IN THE GOLDEN STATE

## STORM WATER PERMITTING GUIDANCE:

Webinars, educational materials, permit templates and other guidance were provided to assist wineries in complying with the newly-updated State Water Board Industrial Storm Water Permit, which is now mandatory for wineries of all sizes if storm water that contacts their industrial processes discharges to the waters of the state.

**AMENDMENTS TO DROUGHT LEGISLATION:** Wine Institute successfully negotiated amendments to 2015 emergency drought legislation SB 88 to allow for greater flexibility in how agricultural water users record and report water use. WI also submitted comments to the State Water Board, in cooperation with the California Farm Bureau Federation, to help ensure that this flexibility is implemented as envisioned in the legislation.

## INPUT TO GENERAL WASTE DISCHARGE ORDERS:

The North Coast (encompassing wine regions in most of Sonoma and all of Mendocino Counties) has adopted and the San Francisco Bay (encompassing Napa and Sonoma Valleys, Los Carneros and Livermore wine regions) Regional Water Quality Control Boards are in the process of developing General Orders to govern wastewater discharges from wineries. We have worked with expert consultants and member wineries to develop and submit comments to ensure the orders are workable.

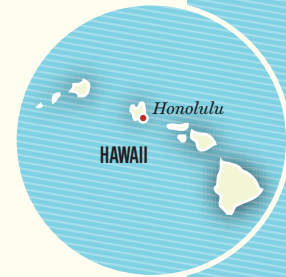
**FARM LABOR CONTRACTING:** Wine Institute met regularly with the Director of Industrial Relations, who oversees the Farm Labor Contracting program for the State, to advocate for an improved licensing process and ensure appropriate implementation of laws

governing farm labor contracting. We have been joined in these efforts by CAWG, the Farm Bureau and the California Farm Labor Contractors Association.

**ADVOCACY ON LABOR LEGISLATION:** Wine Institute was part of a coalition that successfully obtained passage of legislation AB 304 (Gonzalez) to provide much needed clarity to the recently-enacted paid sick leave law (AB 1522 from 2014). Wine Institute also worked with other business interests to obtain a veto of AB 465 (Hernandez) legislation which would have eliminated California employers' ability to require their employees to use arbitration to settle disputes.

# STATE RELATIONS

Defeating legislation for new taxes and the expansion of taxing authorities, curtailing Monopoly Protection laws and improving Direct-to-Consumer shipping laws and trade practice rules were among the priorities for Wine Institute's State Relations team who are responsible for legislative activity in all states except California.



## HIGHLIGHTS

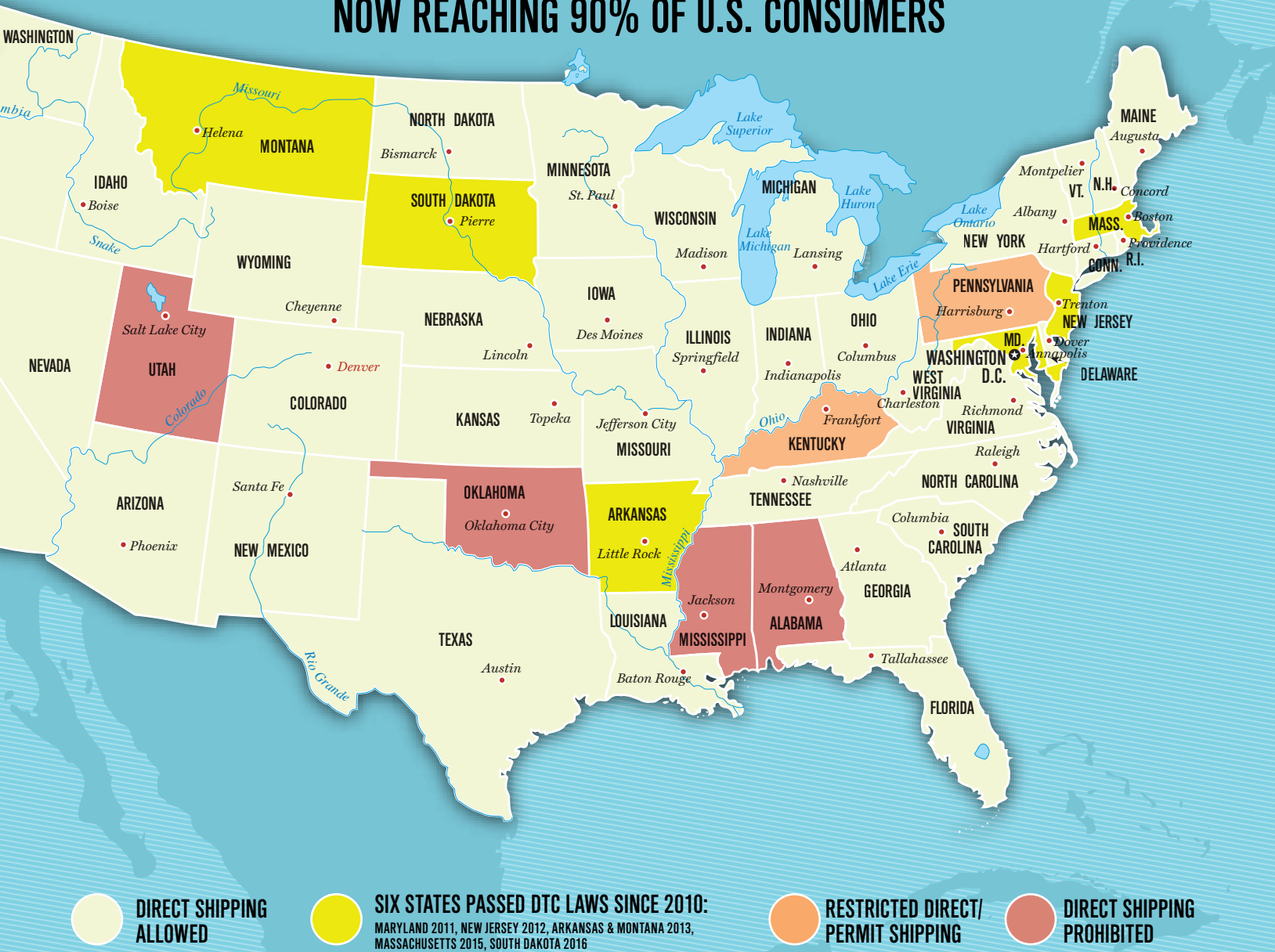
**TAXES DEFEATED IN 25 STATES:** Despite more than 60 bills being introduced in 25 states, no state passed excise tax increases in 2015. Efforts in many states to expand taxing authority on alcohol to cities and counties were also defeated. Wine Institute continues to work to keep excise taxes low while fighting new efforts to earmark alcohol tax revenues to fund a myriad of special programs ranging from prevention programs to funding for the arts and stadiums.

**TRADE PRACTICE RULES:** Many states are increasing their focus on trade practice rules, and Wine Institute staff has taken the lead in coordinating wine industry feedback to regulators as states conduct reviews of their existing regulations. Our team has been actively involved in these efforts in Colorado, Illinois, Iowa, Kansas, New York and Texas. Industry understanding of key trade practice rules is essential for wineries to successfully execute marketing, sales and promotional efforts in states across the country.

**MONOPOLY PROTECTION:** No state passed new "franchise" laws in 2015, and a serious effort to expand the Wisconsin franchise law to include business transfer provisions was defeated. Consolidation in the middle tier as well as among big beer suppliers, in conjunction with the explosion of craft beer and distilling, is putting new pressures on legislatures to address monopoly protection statutes.

*State Relations Vice President Steve Gross at the 2016 Direct-to-Consumer Shipping Symposium*

# PROGRESS CONTINUES ON DTC SHIPMENTS – NOW REACHING 90% OF U.S. CONSUMERS



**DIRECT-TO-CONSUMER SHIPPING:** South Dakota became the 43rd state to pass DTC shipping legislation in 2015. Other states, including Indiana, Iowa, North Dakota and Oregon improved their existing laws by simplifying reporting requirements and/or expanding the scope of existing programs. Wines & Vines along with ShipCompliant reported the winery DTC sales channel to be worth just under \$2 billion in 2015, underscoring the importance of this work to winery members.

## WINE INSTITUTE STATE RELATIONS DEPARTMENT

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# FEDERAL RELATIONS

Wine Institute's work in Washington, D.C. averted a trade war and crushing retaliatory tariffs on U.S. wine in Canada and Mexico. Other key efforts by the Federal Relations team last year were ensuring that wine receives benefits from any future federal excise tax reform, securing new funding for TTB, and providing industry input to the Dietary Guidelines and FDA menu labeling rules.

*Caption: VP & International Trade Counsel Tom LaFaille testifies before the U.S. House of Representatives Committee on Agriculture last March.*





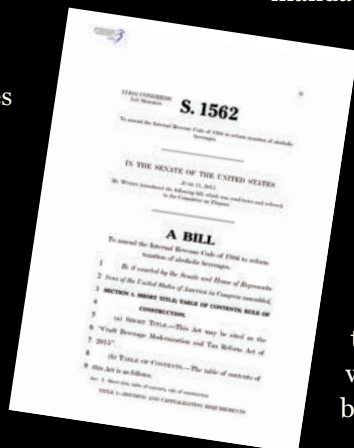
## HIGHLIGHTS

### COUNTRY OF ORIGIN LABELING (COOL) TRADE

**WAR AVERTED:** Wine Institute helped lead efforts to repeal U.S. country of origin meat labeling rules which violated World Trade Organization obligations. Canada and Mexico had won the right to retaliate against U.S. products, including wine, and came within days of doing so. Wine Institute worked throughout the year to persuade Congress to repeal the COOL law in order to avoid over \$1 billion in retaliatory tariffs. Despite significant opposition, Congress repealed the law in December, narrowly averting retaliation. Canada is the single largest export market for California wine and retaliatory tariffs would have caused catastrophic sales losses which could not have been recovered for many years.

### COMPREHENSIVE FEDERAL EXCISE TAX REFORM

**LEGISLATION:** Wine Institute led a broad industry effort to develop a comprehensive wine excise tax reform proposal in response to legislation that would have significantly cut excise tax rates for beer. This proposal gained broad support within the wine industry and was endorsed by the major state and local wine associations. As a result, key components of the proposal were incorporated into the Craft Beverage Modernization and Tax Reform Act of 2015 (S. 1562/H.R. 2903). This legislation is now supported by the beer, wine, spirits and cider industries and continues to gain significant Congressional support as it moves through the legislative process.



### ADDITIONAL FUNDING SECURED FOR TTB:

Working with industry allies, Wine Institute was successful in securing a needed increase in TTB's annual funding for FY2016. The new funding level of \$106.4 million represents an increase of 5% and will help partially reverse recent reductions in funding that have forced TTB to shrink its workforce by 10%. This critical new funding will allow TTB to hire 20 new full-time staff to help address backlogs and delays in COLA and formula applications and to address other high priority functions.

**2015 DIETARY GUIDELINES:** The U.S. Departments of Agriculture and Health and Human Services published new 2015 U.S. Dietary Guidelines on January 7, 2016 which serve as the basis for nutrition policy in the U.S. Wine Institute worked to support inclusion of critical language clarifying that alcohol content can vary widely among different beverages and there is no such thing as a "standard drink" definition for regulatory purposes. New language has also been added highlighting the variability in caloric content among alcohol beverages.

**NEW FDA MENU LABELING RULE:** The Food and Drug Administration (FDA) will be implementing new rules requiring mandatory nutrition labeling on restaurant menus effective December 1, 2016. This law will affect chain restaurants of 20 or more locations and, importantly, will pre-empt states and localities from putting in place their own requirements. Wine Institute is working with FDA to ensure the labeling requirements for wine are not overly restrictive or burdensome.

## WINE INSTITUTE REPRESENTS MEMBERS' INTERESTS WITH FEDERAL AGENCIES AND DEPARTMENTS



U.S. DEPARTMENT OF THE TREASURY



TAX AND TRADE BUREAU (TTB)



U.S. DEPARTMENT OF AGRICULTURE (USDA)



U.S. TRADE REPRESENTATIVE (USTR)



U.S. DEPARTMENT OF COMMERCE



STATE DEPARTMENT



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS)



FOOD AND DRUG ADMINISTRATION (FDA)

*Wine Institute hosted a meeting of 80 Pacific Rim wine regulators from 20 countries last November.*



# INTERNATIONAL TRADE POLICY

Wine Institute's International Trade Policy Team worked with the U.S. government last year to reduce tariffs and other trade barriers, support free trade agreements that benefit California wine sales and negotiate with other nations for equitable treatment of our wines. The 2015 International Trade Barriers Report is published as a resource for members.

*Government and industry members at the 6th annual TTB/Wine Institute Technical Forum.*

## HIGHLIGHTS

**"FAST TRACK" TRADE AUTHORITY APPROVED BY CONGRESS:** Wine Institute helped secure passage of the Trade Promotion Authority (TPA) bill in June which is key to the U.S. completing strong agreements that uphold the 2006 U.S.-EU Wine Agreement, open new markets and set enforceable rules for trade. The legislation prevents other countries from regulating inappropriate geographical indications and other common terms of a descriptive or generic nature that limit market access for U.S. wine.

**TRANS-PACIFIC PARTNERSHIP (TPP):** 12 nations concluded the TPP agreement in October, eliminating tariffs faced by California wineries, removing non-tariff barriers and setting enforceable rules for trade. Over the past five years, Wine Institute worked closely with U.S. negotiators to eliminate tariffs in Japan, Malaysia, New Zealand and Vietnam, standardize labeling and import procedures and protect California regions and brands by recognition of their certification and collective trademarks.



*The 12 nations included in the TPP agreement*



# California wine industry expected to benefit from Trans-Pacific Partnership

—By Bill Swindell, 10/09/2015

*San Jose Mercury News*

# Senate approves fast-track, sending trade bill to White House

—By Alexander Bolton, 06/24/15



# Trans-Pacific Partnership Is Reached, but Faces Scrutiny in Congress

—By Jackie Calmes, 10/05/2015

*The New York Times*



## 5TH ANNUAL ASIA-PACIFIC ECONOMIC COOPERATION WINE REGULATORY FORUM (WRF) MEETING:

In November, Wine Institute co-hosted a technical meeting of more than 80 Pacific Rim wine regulators and stakeholders representing 20 nations. The WRF, together with the World Wine Trade Group, is working to streamline import-export requirements and provide substantial savings to California winemakers by harmonizing maximum residue limits set for pesticides, improving laboratory testing, advancing international regulatory principles, and developing a region-wide model export certificate.

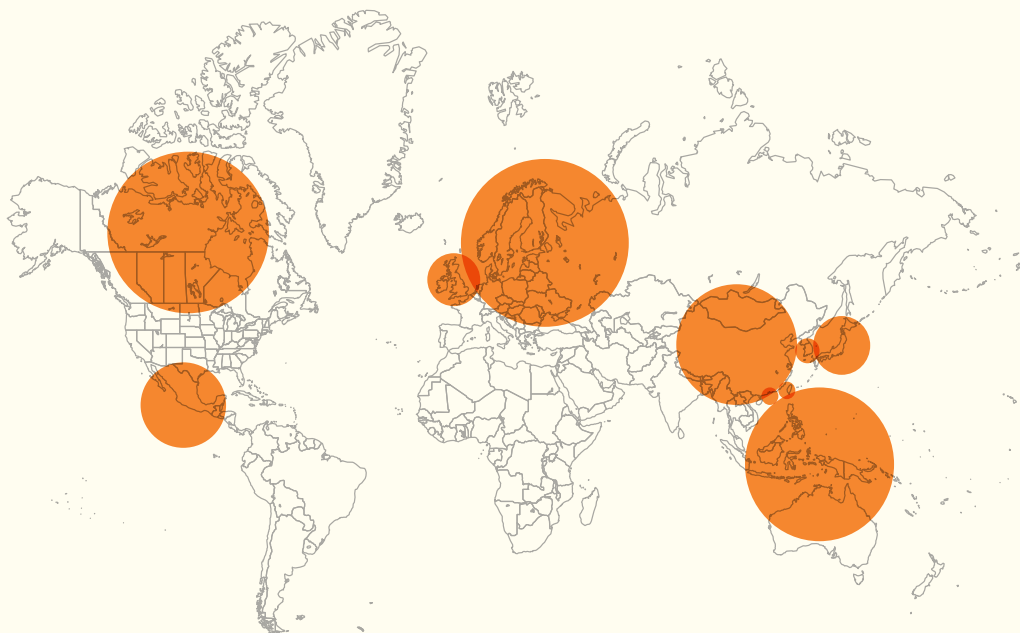
## 6TH ANNUAL TTB/WINE INSTITUTE TECHNICAL FORUM:

The TTB/WI Technical Forum, led by Wine Institute's Technical Advisory Committee, developed an additional collaborative effort, the International Wine Technical Summit, where government and industry representatives from wine-producing countries now address critical scientific issues impacting wine production and trade. Members benefit from these discussions which translate to increased regulator communication, science-based public policy and regulations that are valid and transparent.

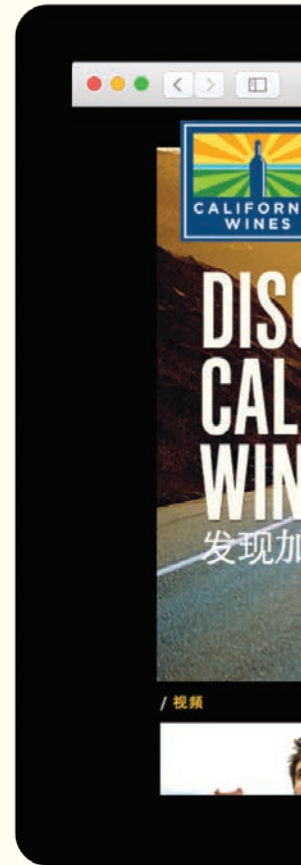


# INTERNATIONAL MARKETING

Wine Institute's International Department has served as administrator of California's wine export program for the U. S. Department of Agriculture's Foreign Agriculture Service since 1985. Wine Institute's annual allocation from the Market Access Program (MAP) will be \$7 million for the July 2016 – June 2017 program year to market California wines in more than 25 countries around the world. 175 California wineries are members of Wine Institute's export program.



*Wine Institute's International Marketing Team in San Francisco directs programs which are managed by trade representatives and agencies in the U.K., Continental Europe (Netherlands, Germany, Sweden, Denmark, Poland, Russia), Canada, Japan, China, Hong Kong, South Korea, Taiwan, Southeast Asia and Mexico.*





*The global website, DiscoverCaliforniaWines.com, has been translated and customized for 10 countries.*

*California Wines social media campaign now reaches 70,000+ people through 16 country-specific Facebook pages, Twitter and their China equivalents.*



## HIGHLIGHTS

**CALIFORNIA WINE EXPORTS REACH NEW RECORD – \$1.6 MILLION – IN 2015:** U.S. wine exports, 90 percent from California, reached \$1.6 million in winery revenues in 2015, increasing 7.55 % in value and 4.14 % in volume last year, despite challenges from a strong dollar and the West Coast port slowdown that began more than a year ago. More to come from news release currently being drafted.

**MORE THAN 150 TRADE & MEDIA HOSTED IN CALIFORNIA IN 2015:** Wine Institute hosted more than 150 leading international trade and media from 15 countries throughout California wine country in 2015 including visitors from Canada, China, Belgium, Finland, Germany,

Norway, Poland, Sweden, Korea, Taiwan, Japan, Mexico, Colombia, Brazil, the UK and Nigeria.

**EXPANSION OF INTERNATIONAL SOCIAL MEDIA CAMPAIGNS:** Wine Institute’s global social media campaign for “California Wines” now reaches more than 70,000 people throughout the world through 16 country-specific Facebook pages as well as Twitter. California wines social media reaches 40,000+ fans on Facebook and another 35,000 on China’s equivalents, Weibo and WeChat.

**CALIFORNIA WINES SUMMIT 2015:** This comprehensive program held the week of May 3rd hosted a select group of global

wine influencers and featured more than 400 wines and 200 vintner spokespeople from throughout the state. Leading wine media including Karen MacNeil, Jon Bonné, Leslie Sbrocco, Evan Goldstein, Sarah Kemp and Brian St. Pierre served as faculty and led intensive tasting programs on California Chardonnay, Zinfandel, Pinot Noir, Cabernet Sauvignon, Next Generation, California Sustainable Winegrowing, Then & Now, California Style, New Pioneers and California Wine Families. As at the 2013 Summit, each tasting featured wines from throughout California. The Guild of Sommeliers managed wine service for all events, led by Geoff Kruth, MS and Matt Stamp, MS.

# ENVIRONMENTAL AFFAIRS

The Environmental Affairs team at Wine Institute oversees the California Sustainable Winegrowing Alliance (CSWA) and provides guidance to the organization on industry environmental issues.

Last year, the team hosted 36 workshops throughout the state, managed grant projects totaling \$440,000, developed plans for the introduction of product certification and released the 2015 California Wine Community Sustainability Report.



*Recipients of the inaugural 2015 Green Medal Awards.*



SUSTAINABLE  
FROM GRAPE

CALIFORNIA  
SUSTAINABLE  
WINEGROWING  
ALLIANCE



The 2015 California Wine Sustainability Report measures the adoption of sustainable practices statewide.

More than 14,000 California vintners and growers have attended CSWA workshops.



CALIFORNIA WINE  
COMMUNITY  
SUSTAINABILITY  
REPORT  
2015



SUSTAINABILITY  
PRACTICES TO GLASS

CALIFORNIA  
WINEGROWING  
AMBASSADOR  
COURSE

## HIGHLIGHTS

### NEW SUSTAINABILITY TOOLS & WORKSHOPS:

CSWA and Wine Institute encourage California vintners and growers to self-assess their operations with the 3rd Edition Code of Sustainable Winegrowing Workbook. CSWA hosts workshops throughout the state – 36 in 2015 - which cover the self-assessment and certification processes, information on CSWA tools and resources and other sustainability topics. With support from grants, CSWA is developing new tools to better understand the costs and benefits of sustainable winegrowing and an updated Risk Management Guide.

### CERTIFIED CALIFORNIA SUSTAINABLE WINEGROWING (CCSW-CERTIFIED) PARTICIPATION GROWS:

In 2015, 91 wineries (representing 64% of statewide case production) and 483 vineyards (representing 17% of statewide winegrape acreage) are CCSW-Certified. CSWA is now developing requirements for product certification for final approval by Wine Institute and CAWG Boards. The objective of this phase of product certification development is to ensure that claims are credible in the marketplace and reflect the values and standards of the program.

### CALIFORNIA GREEN MEDAL AWARDS LAUNCHED:

Wine Institute and CSWA worked with partner organizations (CAWG, Lodi Winegrape Commission, Napa Valley Vintners, Sonoma County Winegrowers and The Vineyard Team) to launch the California Green Medal: Sustainable Winegrowing Leadership Awards last year to recognize vineyards and wineries in the state who excelling in sustainability. 2016 Green Medal awards will be announced at a ceremony in Sacramento in April 2016 during Down to Earth Month.

### NEW SUSTAINABLE WINEGROWING CERTIFICATE COURSE OFFERED:

The California Sustainable Winegrowing Ambassador Course, an online certificate class that provides education about sustainable practices in California wine, was introduced last year. The course is geared to restaurateurs, distributors and media as well as winery sales, marketing, public relations and hospitality staff, who want to learn and test their understanding of the sustainable practices of California wineries and vineyards. Nearly 12,000 people have signed up for the course since its launch.

The California Sustainable Winegrowing Ambassador course, a new online training option for wine professionals.



# COMMUNICATIONS

The Communications Team worked with more than one thousand individual reporters and editors last year to ensure that California wine was accurately portrayed in the media and issued 50 news releases and statements to encourage coverage of industry activity and the state’s wines and regions. Successful statewide promotions for California Wine Month in September and Down to Earth Month in April were held and a new publicity series on “California Wines Road Trips” highlighting regions throughout the state was launched in October.

## HIGHLIGHTS

**CALIFORNIA WINE MONTH 2015 A SUCCESS:** The 11th annual California Wine Month (CWM) in September, proclaimed by Governor Brown, featured 75 consumer events around the state and generated media coverage in print, online and broadcast outlets reaching circulation/viewership of 142 million. The “CA Wines Road Trips” map poster in English and Spanish was distributed to wineries, growers, retailers and consumers and 44 restaurant and retail partners including specialty wine retailers in New York City and the U.K. Wine Institute partnered with Sunset.com and regional associations on a digital advertising campaign to generate awareness.

**“ROAD TRIPS” NEWS RELEASE SERIES HIGHLIGHTS REGIONS:** Wine Institute launched a new “California Wines Road Trips” series to highlight the unique wine, food, amenity and activity offerings of wine regions throughout the state and the beauty and diversity of California



wine country. The series is funded in part by a 2014 CDFA Specialty Crop Block Grant. Releases to date have covered where to sip, stay and play in Mendocino, Sonoma, Napa Valley, Lake County and Lodi. Additional California wine country destinations will be featured throughout 2016.

**CA WINES SUMMIT REACHES TOP NYC TRADE & MEDIA:** Wine Institute hosted the CA Wine Summit NYC at Astor Center in September attended by 100 top sommeliers, wine retailers and media. Timed to a city-wide celebration of

*The California Wines Road Trips series highlights regions around the state.*





California Wine Month “Road Trip” posters were distributed to 2,000 wineries and retailers in both English and Spanish.

100 top sommeliers/buyers, retailers and media attended the California Wines Summit NYC in September.



CWM in Manhattan with a dozen wine retailers, the day-long forum covered topics on California wine, where it’s headed and its place in the New York wine landscape through the eyes of leaders in the market. Sessions included sustainability, drought and conservation, sparkling wines, emerging varietals, balance in wine and walk-around tastings of Chardonnay, Pinot Noir and Zinfandel from more than 10 regions and 60 producers selected by a local advisory committee. Top editors from The Wine Spectator, Food and Wine and Wine & Spirits magazines and leading sommeliers, participated as panelists, speakers and advisors.

**DOWN TO EARTH MONTH 2015:** The California Legislature passed a Joint Resolution proclaiming April 2015 as “California Wines: Down to Earth Month,” recognizing the sustainable leadership of California wineries and winegrape growers for the fourth year. The Assembly Select Committee on Wine and Senate Select Committee on CA’s Wine Industry hosted a well-attended reception on April 6 in the capitol to celebrate the month. More than 25 green-themed winery events were held throughout California and publicity for Down to Earth Month generated 26 million media impressions in broadcast, print and online outlets with circulation totaling 90 million.



California Sustainable Winegrowing by the Numbers.



# BENEFITS

Membership in Wine Institute supports our work to create an environment where California wineries can thrive and provides real value to members by stopping tax and fee increases, advocating laws and regulations that are fair and workable, and providing tools and opportunities for growing their businesses. In addition, we offer benefits designed specifically for the needs of our members.

## HOW TO JOIN

**STEP 1. Eligibility:** To become a member, one must be a bonded winery licensed in the state of California, or own or lease a bonded winery or a bonded wine cellar in California. In addition, one must be producing or selling wine in the state.

**STEP 2.** Download our membership application and dues calculation forms. Dues are based on a percentage of sales and/or gallons sold; for more information go to: [wineinstitute.org/memberships/join](http://wineinstitute.org/memberships/join).

**STEP 3.** Contact Member Relations Director Ian Blue at [iblue@wineinstitute.org](mailto:iblue@wineinstitute.org) with any questions. Information on becoming an associate member, is available at [wineinstitute.org/memberships/associate](http://wineinstitute.org/memberships/associate).

## BENEFITS

**LABEL PRE-APPROVAL SERVICE:** Alcohol and Tobacco Tax and Trade Bureau of the U.S. Department of the Treasury (TTB) wine label applications are meticulously reviewed in our Washington, D.C., office. In addition, we assist members with requests for expedited approvals, formula approvals and trade name searches on the TTB's database. We also act as advocates for individual members before the TTB, requesting second reviews of labels that meet industry standards and negotiating use-up approvals. Careful screening of our members' wine labels has resulted in an approval rate of well over 90 percent.

**ACCESS TO SPECIALIZED LEGAL RESOURCES:** Access to our experienced, full-time legal counsel is available to members. Publications and communications keep

members updated on changes in local, state, federal and international laws affecting their businesses.

**FEDEX SHIPPING DISCOUNTS:** Wine Institute members enjoy exclusive benefits and significant savings through the FedEx Advantage® shipping program. Many small winery members find that their FedEx savings far exceed the cost of Wine Institute dues. Last year, Wine Institute members saved an average of more than \$7,700 each shipping with FedEx.

**PROFILES AND EVENTS ON OUR GLOBAL CONSUMER WEBSITE:** Wine Institute members receive exposure by posting their winery profile on our global website, [www.discovercaliforniawines.com](http://www.discovercaliforniawines.com), which reaches 152,000 consumers through translated and localized versions for 10

countries as well as the U.S. Members may also list consumer events in California and in international markets on the website's events calendar.

**WEBINARS & WORKSHOPS:** Wine Institute offers regular webinars and workshops on topics including compliance with new regulations, direct-to-consumer shipping, export marketing, wine communications and marketing to assist members in their daily operations and long-term planning.

**PUBLICATIONS:** We keep our members informed of major developments and events affecting the wine industry through our frequent News Briefs, and other special reports that provide background on complex issues.

## MEMBER RESOURCES

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DISCOVER CALIFORNIA WINES  
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[www.discovercaliforniawines.com](http://www.discovercaliforniawines.com)

CALIFORNIA SUSTAINABLE  
WINEGROWING ALLIANCE

[www.sustainablewinegrowing.org](http://www.sustainablewinegrowing.org)

INTERNATIONAL EXPORT PROGRAM  
(LOG-IN REQUIRED)

[www.calwineexport.com](http://www.calwineexport.com)

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