

California Wines Profile



America's #1 Wine Producer

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



6,200 Bonded Wineries

Mainly family-owned businesses, many multi-generational



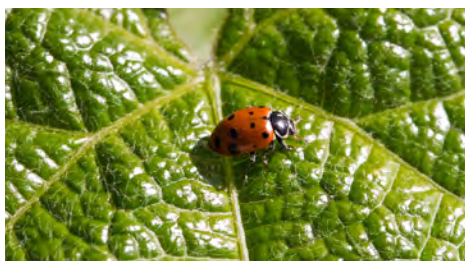
5,900 Winegrape Growers

Winegrapes are grown in 49 of 58 counties



590,000 Acres of Winegrapes

(238,764 hectares) 154 American Viticultural Areas where vineyards preserve open space & scenic beauty



Embracing Sustainability

More than 80% of California's wine is produced in a Certified California Sustainable Winery



2.96 Million Tons of Winegrapes

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



232 Million Cases in the U.S. Market

Volume of California wine sales in the U.S.



\$1.24 Billion in Exports

U.S. wine exports, 95% from California, were 24.2 million cases



\$67.5 Billion in Retail Value

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

Sources: U.S. Alcohol and Tobacco Tax and Trade Bureau, bw166, The Gomberg, Fredrikson Report, Global Trade Information Services and California Dept. of Food & Agriculture.

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