



CALIFORNIA WINE INDUSTRY BENEFITS THE STATE & NATION

Annual Economic Impacts

- **\$61.5 billion** in state economic impact
- **\$121.8 billion** in national economic impact
- **330,000 jobs** in California
- **820,000 jobs** nationwide
- **\$12.3 billion** in state wages
- **\$25.8 billion** in U.S. wages
- **\$101.5 million** given in annual charitable contributions from California wineries
- **\$14.7 billion** paid in state and federal taxes
- **20.7 million tourists** visit California wine regions
- **\$2.1 billion** spent by tourists in state

Source: Wine Institute, Gomberg-Fredrikson Report, Stonebridge Research, California Dept. of Food & Agriculture, U.S. Tax & Trade Bureau, and U.S. Dept of Commerce.

CALIFORNIA WINE PROFILE 2010

America's top wine producer

California makes 90% of all U.S. wine and is the world's 4th leading wine producer after France, Italy and Spain.

3,400 bonded wineries

Up 321% from 807 wineries in 1990; nearly all family owned businesses.

199.6 million cases

California wine sales volume into the U.S. market.

\$18.5 billion retail value

Retail value of California wine sales in the U.S.

61% share of U.S. market by volume

Three of every five bottles sold in the U.S. is a California wine, with shipments growing annually since 1993.

\$1.14 billion in export revenue

U.S. wine exports, 90% from California, reached record high, growing 25% in value from 2009. Up 117% from \$541 million in 2001.

California exports 47 million cases to 125 countries; Up 40% from 34 million cases in 2001.

4,600 grapegrowers

Our partners in sustainable winegrowing.

535,000 acres of winegrapes

Winegrapes are grown in 48 of 58 counties in California; 111 federally approved American Viticultural Areas.

3.59 million tons harvested of winegrapes

More than 110 winegrape varieties.

\$2.05 billion in farmgate value to growers

Farmgate value of California winegrapes; one of California's top three agricultural commodities by value



CALIFORNIA WINERIES ARE GOOD NEIGHBORS

Enhancing Community Life

- Predominantly family-owned, multi-generational businesses
- Committed to California with deep roots in the soil and communities
- Leaders in sustainable farming and winemaking practices
- Preserving open space and wildlife habitats
- Creating scenic, pastoral landscapes
- Contributing to charities and community betterment projects

Enhancing Culture and Commerce

- California wine is a signature industry for the state
- Wineries generate tourism supporting local retailers, restaurateurs and hotels
- Wineries generate jobs and revenue in rural and urban communities
- Wineries offer cultural activities such as music, art, theater and gardens

What Wine Institute Supports

- Public policy initiatives that encourage growth of the California and U.S. economies
- Science-based regulation
- Moderate, responsible consumption for those who choose to enjoy wine
- Direct-to-consumer wine shipping laws that favor consumer choice
- Elimination of trade barriers for California wines in export markets
- Immigration reform that protects U.S. borders and ensures a reliable workforce
- Funding for agricultural research and promotion to remain competitive in the global marketplace
- Sustainable winegrowing and winemaking practices
- A Code of Advertising Standards that requires responsible marketing practices by Wine Institute members



Established in 1934, the Wine Institute is the public policy advocacy group of more than 1,000 wineries and affiliated businesses that initiate and advocate state, federal and international public policy to enhance the environment for the responsible production, consumption and enjoyment of wine.

**For more information, contact Wine Institute, 415/512-0151 or www.wineinstitute.org
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