



napa valley vintners

2013 Year-End Report to Members

TOP 7 HIGHLIGHTS

1. Consumers know Napa Valley

- According to 2013 Merrill Research about U.S. luxury wine consumers, **77% say they are familiar with Napa Valley** – the highest recognition of any wine region in the world.

2. Napa Valley's quality is recognized

- Although Napa Valley produces just **4%** of California's wine grape harvest and only **4/10^{ths}** of **1%** of all the world's wines, Napa Valley wine made up:
 - **22%** of the *San Francisco Chronicle's* "Top 100 Wines of 2013."
 - **11%** of *Wine Spectator's* "Top 100 Wines of 2013."
 - **47%** of *Wine & Spirit's* "2013 Year's Best Cabernet Sauvignon and Blends."

3. Napa Valley is committed to sustainability

- Enrollment in the Napa Green Certified Land program **increased by 17%** in 2013.
 - **61,000 acres** of land in Napa County are now certified or pending certification in the Napa Green Land program.
- Enrollment in the Napa Green Certified Winery program **increased by 40%** in 2013.
- **3.3 million cases** of wine produced annually in Napa Valley come from Napa Green Certified Winery facilities.

4. Napa is committed to community wellbeing

- The sold-out 2013 Auction Napa Valley shattered previous records by raising **\$16.9 million** for healthcare and children's education nonprofits in Napa County.
- Auction giving to the community has now **surpassed \$120 million.**
- In 2013 Auction Napa Valley funding contributed to **25** agencies that provided services to **60,000** clients in Napa County.

5. The Napa name is protected worldwide

- In addition to its groundbreaking work in the U.S. for more than a decade, the NVV has **ensured protection for the Napa name** in the following countries:
 - The European Union
 - The People's Republic of China
 - Australia
 - Brazil
 - Canada
 - India
 - New Zealand
 - Norway
 - Taiwan
 - Thailand

6. NVV members are active

- In 2013, the NVV organized nearly **90** different marketing programs providing some **300** individual opportunities for members to show their wines.
- **1,400** winery staff attended **40** different NVV-sponsored professional development workshops.
- On average, each winery member participated in **10** NVV activities in 2013.

7. The NVV is growing and thriving

- In 2013, NVV membership increased by **10%** and the nonprofit trade association ended the year with a record **483** member wineries.