



NAPA VALLEY FAST FACTS

THE NAPA VALLEY AMERICAN VITICULTURAL AREA (AVA)

The most renowned winegrowing region in the U.S. is also one of the smallest and most diverse in the world:

- Limited production: only 4% of California's wine grape harvest comes from Napa Valley
 - Napa Valley represents 0.4% of the world's wine production
- Small area: 46,128 acres (18,667 hectares) under cultivation
 - The valley floor is 30 miles long and just 5 miles across at its widest point
- Diverse soils: half the world's 12 soil orders and 33 soil series are found here
- Ideal climate: Napa Valley's dry Mediterranean climate is found in only 2% of the world
 - Typical daytime highs in summer are 80°F (27°C) in the southern part of the valley and 95°F (35°C) in the northern part of the valley
 - Fog moderates summer overnight temperatures to an average of 53°F (12°C) throughout the valley
- Varied topography: vineyards range in elevation from sea level to 2,600 feet (800 meters)
- There are 17 approved AVAs within the Napa Valley AVA
- Grape varieties (from 2022 Napa County Crop Report):
 - More than 40 different wine grape varieties grow in Napa County
 - 20% of vineyard acreage is planted to white wine grapes and 80% to red wine grapes
 - Top varieties:
 - Cabernet Sauvignon** 25,000 acres/10,117 hectares (54%)
 - Chardonnay** 5,628 acres/2,277 hectares (12%)
 - Merlot** 3,632 acres/1,469 hectares (8%)
 - Pinot Noir** 2,409 acres/975 hectares (5%)
 - Sauvignon Blanc** 2,553 acres/1,033 hectares (6%)
 - Zinfandel** 1,270 acres/514 hectares (3%)
 - Cabernet Franc** 1,224 acres/495 hectares (3%)

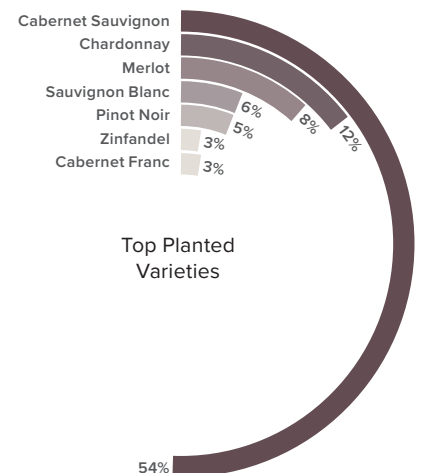


2%

Napa Valley has a Mediterranean climate which is found in just 2% of the world

18 AVAs

Napa Valley is itself an AVA and within it are 17 nested AVAs





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ENVIRONMENTAL LEADERSHIP

- In 1968, the Napa Valley Agricultural Preserve was the first of its kind in the U.S. to set aside land specifically for agriculture
- Today, nearly 90% of Napa County is under permanent or high levels of protection from development
- Napa Valley wineries represent 40% of all sustainable winery certifications statewide

ECONOMIC IMPACT

- The local wine industry and related businesses:
 - Provide an annual economic impact of more than \$11.1 billion locally and nearly \$34 billion in the U.S.
 - Create 50,000 jobs in Napa County and nearly 190,000 nationwide

NAPA VALLEY WINERIES AND GROWERS

- There are approximately 700 grape growers in Napa County
- Approximately 475 physical wineries in Napa County produce more than 1,000 wine brands
- 95% of Napa Valley's wineries are family owned
- Nearly 80% produce fewer than 10,000 cases annually

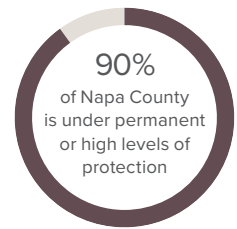
COMMUNITY INVESTMENT

- We've invested more than \$230 million in the community
- For over 40-plus years, we've provided consistent community support
- We're committed to investing in Napa Valley's most critical needs

COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

NVV is a champion of inclusivity in its community and industry and pursues this through:

- Long term support of local youth mentorship programs in Napa County
- The amplification of our diverse vintner voices in our marketing efforts
- Resources and workshops for owners, managers and employees to learn and engage



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community since 1981

\$34 Billion
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Napa Valley wine industry



<10K

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produce fewer than 10,000
cases of wine per year