



napa valley vintners

### **Communicating About the Fires with Trade**

- Despite Mother Nature challenging Napa Valley and our neighboring counties in unimaginable ways, the recent tragic wildfires have demonstrated our spirit of strength and resilience.
- We are enormously grateful to the first responders, law enforcement, community leaders, organizations and volunteers who worked tirelessly to help our communities.
- Damage to Napa Valley wineries and its vineyards was not widespread. The fires burned predominantly in the forested hillsides. The well-known Napa Valley floor between Highway 29 and the Silverado Trail saw little to no impact.
- Less than 10 percent of wineries and vineyards experienced damage at all and fewer than five reported significant property losses.
- People planning to visit should not cancel their trips. Napa Valley's wineries, workers and community are ready to welcome guests back to our beautiful valley to enjoy the gracious hospitality for which we are known.
- Wine trade and wine lovers around the world who cannot visit and want to help can do so by selling or buying a bottle of their favorite Napa Valley wine to enjoy wherever they are.
- Vintners are very optimistic about the quality of the 2017 vintage and the winemaking that was already underway when the fires started. We estimate that 90 percent of the total grape tonnage was picked before the fires started.
- For grapes picked after the fires started, winemakers are diligently inspecting them and running lab tests for possible effects of smoke.
- Napa Valley's winemakers remain committed to upholding our renowned region's reputation for making some of the world's finest wines. Everything possible will be done to ensure only the highest quality 2017 wines go to market.
- For those who wish to donate to recovery efforts we recommend the [Napa Valley Community Disaster Relief Fund](#), which NVV established following the South Napa earthquake. Napa Valley Vintners transferred \$2 million to the fund immediately after the fires started and many of our wineries are supporting the fund as well.
- We remain humbled and honored by the unprecedented outpouring of encouragement and generosity from our friends around the world. The Napa Valley spirit is strong and we will rebound.



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### **Communicating About the Fires with Consumers**

- Despite Mother Nature challenging Napa Valley in unimaginable ways, the recent tragic wildfires have demonstrated our spirit of strength and resilience.
- We are enormously grateful to the first responders, law enforcement, community leaders, organizations and volunteers who worked tirelessly to help our communities.
- The region is open for business and people planning to visit should not cancel their trips. Napa Valley's wineries, workers and community are ready to welcome guests back to our beautiful valley to enjoy the gracious hospitality for which we are known.
- Damage to Napa Valley wineries and its vineyards was not widespread. The fires burned predominantly in the forested hillsides. The well-known Napa Valley floor between Highway 29 and the Silverado Trail saw little to no impact.
- Less than 10 percent of wineries and vineyards experienced direct damage at all and fewer than five reported significant property losses.
- The quality of the 2017 vintage is expected to be excellent. We estimate that 90 percent of the total grape tonnage was picked before the fires started.
- Wine lovers around the world who cannot visit and want to help can do so by buying a bottle of their favorite Napa Valley wine to enjoy wherever they are.
- For those who wish to donate to recovery efforts we recommend the [Napa Valley Community Disaster Relief Fund](#), which NVV established following the South Napa earthquake. Napa Valley Vintners transferred \$2 million to the fund immediately after the fires started and many of our wineries are supporting the fund as well.
- We remain humbled and honored by the unprecedented outpouring of encouragement and generosity from our friends around the world. The Napa Valley spirit is strong and we are eager to welcome our friends back to our beautiful wine region.