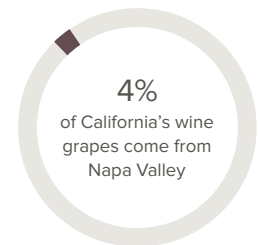


# NAPA VALLEY FAST FACTS

## 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: 45,000 acres (18,200 hectares) under cultivation
  - The valley floor is 30 miles long and just 5 miles across at its widest point
- Diverse soils: Half of the world's 12 recognized soil orders and 33 different soil series
- Ideal climate: Dry Mediterranean climate, which covers only 2% of the Earth's surface
  - Typical summer daytime high temperatures 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 16 approved AVAs within the Napa Valley AVA
- Grape varieties (from 2016 Napa County Crop Report):
  - More than 34 different wine grape varieties grow in Napa County
  - 23% of vineyard acreage is planted to white wine grapes and 77% to red wine grapes
  - Top varieties:
    - Cabernet Sauvignon** – 20,342 acres/8,232 hectares (47%)
    - Chardonnay** – 6,397 acres/2,588 hectares (15%)
    - Merlot** – 4,707 acres/1,905 hectares (11%)
    - Sauvignon Blanc** – 2,773 acres/1,122 hectares (6%)
    - Pinot Noir** – 2,757 acres/1,113 hectares (6%)
    - Zinfandel** – 1,298 acres/525 hectares (3%)

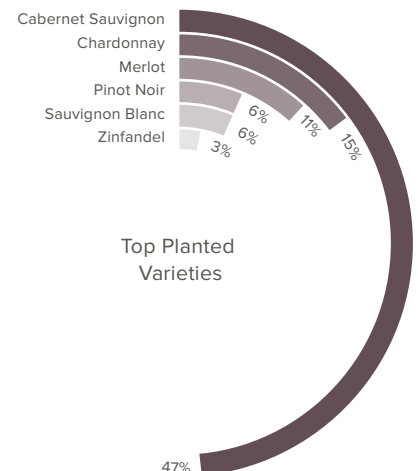


2%

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

16 AVAs

There are 16 approved AVAs within the Napa Valley AVA





# NAPA VALLEY FAST FACTS

## ENVIRONMENTAL LEADERSHIP

- The Napa Valley Agricultural Preserve, established in 1968, was the first of its kind in the United States to set land aside specifically for agriculture
- Today, nearly 90% of Napa County is under permanent or high levels of protection from development
- In 2015, the Napa Valley Vintners established the goal that all its eligible members will be in the Napa Green environmental certification program by the end of 2020
  - As of 2017, NVV is halfway to achieving this goal
- More than 50% of Napa County vineyard land is certified Napa Green

## ECONOMIC IMPACT

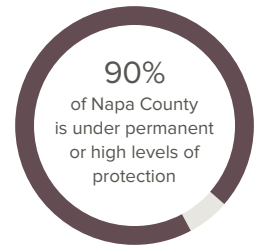
- The local wine industry and related businesses:
  - Provide an annual economic impact of more than \$9.4 billion locally and nearly \$34 billion in the U.S.
  - Create 44,000 jobs in Napa County and nearly 190,000 nationwide

## WINERIES/GROWERS/NVV MEMBERS

- There are approximately 700 grape growers in Napa County
- There are approximately 475 physical wineries in Napa County producing more than 1,000 different wine brands
- 95% of Napa Valley's wineries are family owned
- The NVV has 540 winery members
  - Nearly 80% produce fewer than 10,000 cases annually

## CHARITABLE GIVING

- The NVV has invested \$180 million in local health and children's education nonprofits since the 1981 inception of our annual community fundraiser, Auction Napa Valley



>50%

of Napa County vineyard land is certified Napa Green

\$34 Billion

Annual economic impact on the U.S. economy created by the Napa Valley wine industry



<10K

Nearly 80% of NVV members produce fewer than 10,000 cases of wine per year