

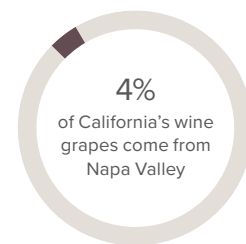


# NAPA VALLEY FAST FACTS

## 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: 47,216 acres (19,108 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 2024 Napa County Crop Report):
  - More than 60 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** 25,414 acres/10,284 hectares (54%)
    - Chardonnay** 5,906 acres/2,390 hectares (13%)
    - Merlot** 3,603 acres/1,458 hectares (8%)
    - Sauvignon Blanc** 2,521 acres/1,020 hectares (5%)
    - Pinot Noir** 2,395 acres/969 hectares (5%)
    - Cabernet Franc** 1,304 acres/528 hectares (3%)
    - Zinfandel** 1,256 acres/508 hectares (3%)

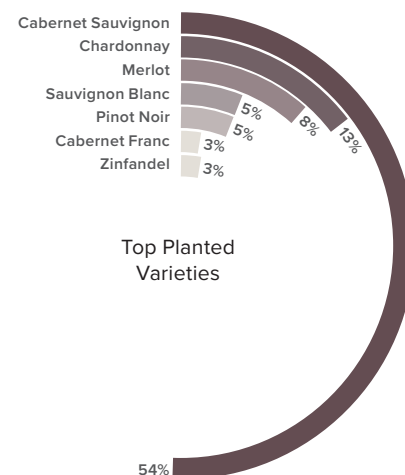


2%

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





# NAPA VALLEY FAST FACTS

## 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 \$11.7 billion locally and \$36.7 billion in the U.S.
  - Create 56,000 jobs in Napa County and nearly 200,000 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

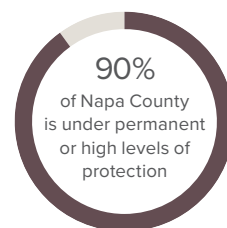
## COMMUNITY INVESTMENT

- We've invested more than \$230 million in the community
- For over 40 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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Invested in the Napa Valley  
community since 1981

**\$36.7** Billion  
Annual economic impact on  
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**<10K**

Nearly 80% of NVV members  
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cases of wine per year