



NAPA VALLEY  
CULTIVATING EXCELLENCE

# PRESS KIT

## About the Napa Valley Wine Region

Napa Valley is celebrated for consistently producing wines of the highest quality. We are committed to a culture of excellence, providing environmental leadership and elevating the quality of life for all in our extraordinary valley.

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its 540 members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home.



# NAPA VALLEY OVERVIEW

The Napa Valley name is synonymous with the world's finest wines. Located 50 miles north of San Francisco and 35 miles east of the Pacific Ocean, Napa Valley is bounded on the west by the Mayacamas Mountains and on the east by the Vaca Range. The valley floor is 30 miles long and just 5 miles across at its widest point.

Napa Valley was declared California's first American Viticultural Area or AVA in 1981. Within it, there are 16 recognized **sub-or nested AVAs**, each possessing unique characteristics. Napa Valley has the ideal **climate** for growing fine wine grapes and some of the greatest **soil diversity** of any wine region in the world.

Just 4 percent of California's harvest is from Napa Valley and only 45,000 acres or 9 percent of Napa County is planted to grapes. The vast majority of wineries make less than 10,000 cases per year and 95 percent are family owned. In total, there are approximately 475 physical wineries producing around 9 million cases of Napa Valley wine each year under more than 1,000 individual wine labels.

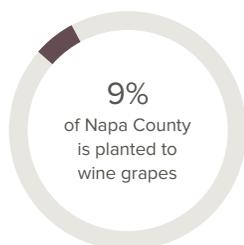


## 16 AVAs

There are 16 approved AVAs within the Napa Valley AVA

## 475

There are 475 physical wineries in Napa Valley



napa valley vintners

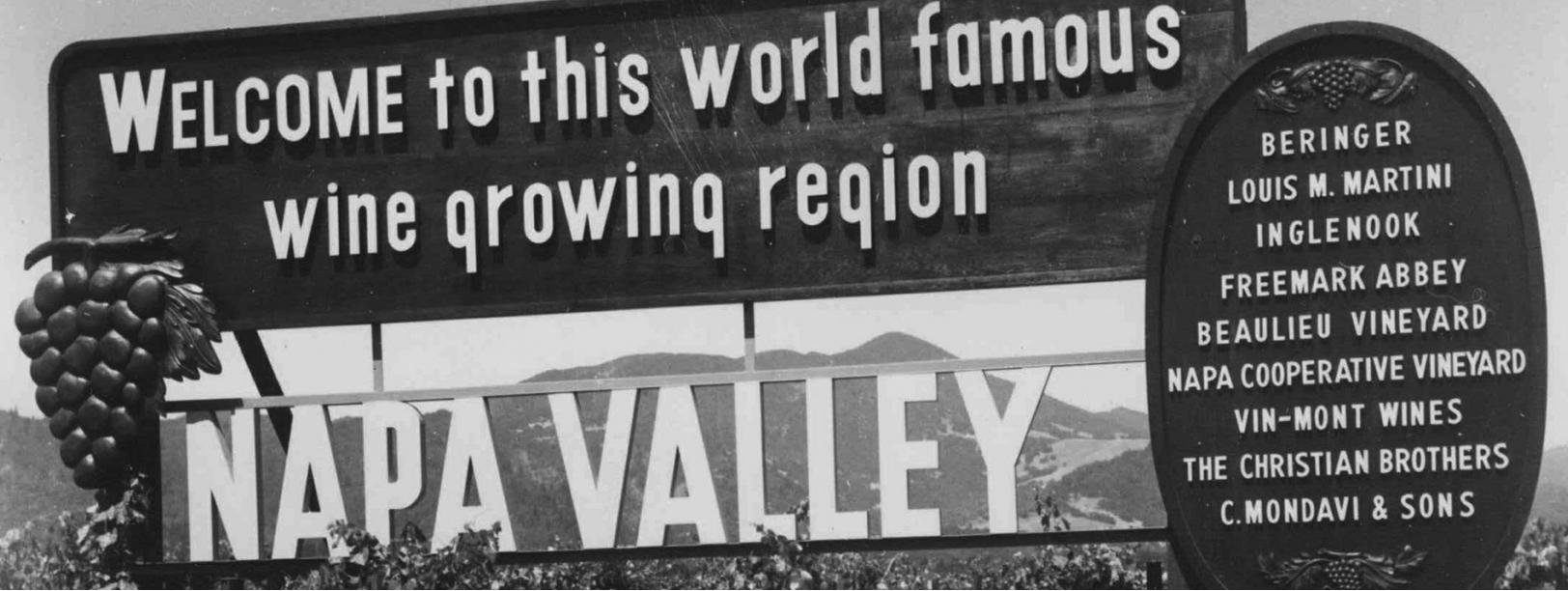
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# HISTORY



Napa Valley's **winemaking history** began in 1838-39 when George Calvert Yount planted the first commercial vineyards.

Following California's Gold Rush of 1849, west coast population exploded and European immigrants arrived in Napa Valley eager to try making American wine. Charles Krug established Napa Valley's first commercial winery in 1861. By 1889, there were more than 140 wineries and nearly 16,000 vineyard acres in Napa Valley.

But hard times were ahead. Phylloxera reduced vineyard plantings to 2,000 acres by 1900. The 1906 San Francisco earthquake, deep recession, World War I, Prohibition, the Great Depression and World War II left their marks on this once-thriving wine region. Still, a few vintners persevered and Napa Valley's wine industry slowly returned: Louis M. Martini Winery opened in 1933; Beringer and Beaulieu Vineyards resurged after Prohibition and legendary winemaker André Tchelistcheff arrived in 1938; John Daniel Jr. inherited Inglenook in 1939; Stony Hill's first harvest was 1952; Joe Heitz purchased his vineyard in 1961; and Robert Mondavi winery opened in 1966.

The 1976 Paris Tasting was a pivotal endorsement and Napa Valley gained American Viticultural Area status in 1981. In the following years, Napa Valley grew steadily, firmly establishing itself as one of the world's leading wine regions.



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# NAPA GREEN CERTIFIED LAND & WINERY PROGRAM

**Napa Green** is a comprehensive environmental sustainability program for vineyards and wineries in the Napa Valley that requires independent, third-party certification.

Created in the early 2000s through a cooperative effort by more than 20 stakeholders and community leaders, including the Napa Valley Vintners, Napa Valley Grapegrowers, Farm Bureau, Napa County, Sierra Club, Friends of the River, National Marine Fisheries and more, the first land certification was in 2004 and the first winery certification was in 2008.

To be certified Napa Green Land requires owners implement measures across their entire property (not just vineyard land) to retain soils, prevent erosion, reduce harmful inputs and runoff, conserve water and restore wildlife habitats. Napa Green Wineries implement 100+ measures that conserve resources, prevent waste and enhance the efficiency of their operations.

Today, more than 72,000 acres are in the Napa Green Land program and more than 45 percent of Napa Valley's vineyards are certified. There are more than 60 Napa Green Certified Wineries. In 2015, the NVV established the goal that all of our eligible members will be in the program by 2020. As of summer 2017, we're halfway to achieving our goal.



>50% of Napa County vineyard land is certified Napa Green

60+ Wineries certified Napa Green

50% of NVV members are in Napa Green



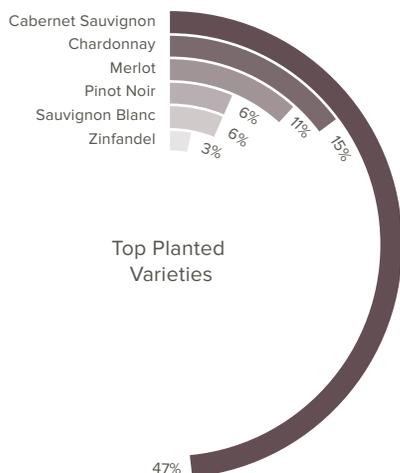


# WINEMAKING & VITICULTURE

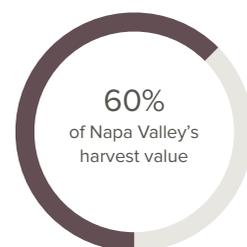
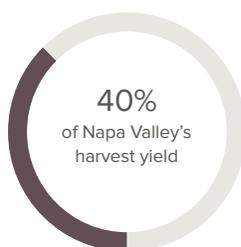
Cabernet Sauvignon is Napa Valley's most widely planted grape, accounting for 40 percent of harvest yield and 60 percent of crop value. But, the region's diverse soils and microclimates allow for the cultivation of more than **three dozen varieties**, from Albariño in the cool Carneros to Zinfandel in warmer Calistoga.

Innovative, quality-driven wines are Napa Valley's hallmark and its vintners are recognized as leaders in **viticultural innovation**. Growers use both time-tested methods and the latest technology. Drought-resistant rootstocks are planted on hillsides where water is limited and computer monitoring provides real-time information about individual vines. However, the majority of vineyards are still hand-farmed and harvested and each vine can be touched by a human hand ten times in a single growing season. Skilled **winemakers transform** Napa Valley's high-quality fruit into world-class wines. Practices include attention to detail, like small-lot fermentations. High-tech equipment, like optical sorters, ensure only the best grapes make it to the bottle. Top-quality oak barrels compliment fruit flavors in the finished wines.

Never resting on their laurels, winemakers conduct trials to push the quality envelope, including using different yeast strains, fermentation vessels, new equipment, oak barrels from different cooperages and more.



**\$4,767** 2016 average price of a ton of Napa Valley grapes



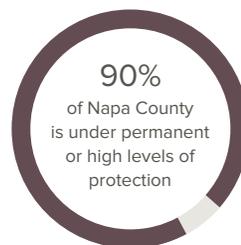
Cabernet Sauvignon



# LAND PRESERVATION & STEWARDSHIP



- 1968 Napa Valley Ag Preserve established
- 1990 Winery Definition Ordinance takes effect
- 1991 Conservation Regulations enacted



Napa County encompasses 504,450 acres with just 9 percent (45,000 acres) planted to vineyards. Nearly 90 percent of the county is under permanent or high levels of protection from development. Vintners play a leading role in **preserving Napa Valley** to ensure its pastoral beauty and natural environment exist for future generations.

In 1968, vintners and community leaders enacted the nation's first **Agriculture Preserve** protecting more than 32,000 acres. In the 1990, Napa County's Winery Definition Ordinance (WDO) went into effect, establishing strict guidelines that ensure winery activities are directly related to agriculture. The next year, conservation regulations, including the Hillside Farming Ordinance and the Stream Setback Ordinance, were put in place to further protect the local environment. In recent years, vintners have voluntarily given up private property, including vineyard land, to collaborate and restore large sections along the Napa River.

Through the **Land Trust of Napa County**, vintners and other property owners place land into Conservation Easements, dictating how designated parcels will be used in perpetuity. More than 65,000 acres are forever guaranteed for open space and agriculture. Another 75,000 acres are protected under the Williamson Act, providing incentives to keep land in ag and open space.



# ECONOMIC IMPACT

In spite of its small size, **the Napa Valley wine industry has a big impact**. Although only 4 percent of California’s wine grape harvest comes from Napa Valley, the total retail value of Napa Valley appellation wine accounts for 27 percent of the value of all wine produced in the state.

The Napa Valley wine industry creates 46,000 local jobs and an annual economic impact of more than \$13 billion in Napa County. Its annual economic impact on the U.S. economy is \$50 billion and the Napa Valley wine industry creates more than 300,000 American jobs resulting in \$9.2 billion in wages.

Tax rolls benefit, too, including \$2.5 billion in state and local taxes paid in the U.S. and \$2.7 billion in federal taxes paid. Charitable contributions by individual vintners are estimated to be more than \$84 million annually, not including proceeds from Auction Napa Valley. The success of the local visitor industry is attributed in large part to Napa Valley’s wineries, which help to bring 3.5 million visitors a year to taste the region’s wines and enjoy its scenic beauty and world-famous hospitality.



**\$13** Billion

Annual local economic impact created by the Napa Valley wine industry

**44,000**

Local jobs created by the Napa Valley wine industry

**\$50** Billion

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

**300,000**

U.S. jobs created by the Napa Valley wine industry

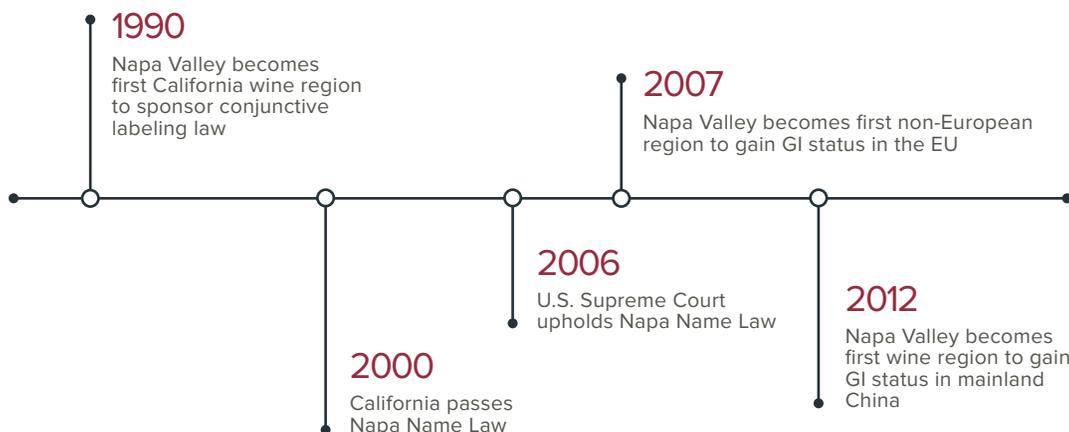


# NAPA NAME PROTECTION

The words “Napa Valley” represent more than a name; they define an American Viticultural Area. The Napa Valley Vintners works to **protect this name** for those who have the right to use it and to protect it from piracy.

A wine label should not suggest the grapes come from Napa unless they do. Eliminating consumer confusion is one of the strongest reasons to prevent misleading labels. Research shows consumers are confused if a brand name says "Napa" but the wine does not contain grapes from Napa Valley.

NVV’s efforts include creating America’s first conjunctive labeling law in 1990. In 2000, we sponsored California’s Napa Name Law and fought to have it upheld by the U.S. Supreme Court in 2006. We petitioned the European Union (EU) to become the first non-European wine region to obtain Geographic Indication (GI) status in 2007. In 2012, Napa Valley became the first wine region to achieve GI status in China. The NVV has obtained similar status in more than a dozen other countries and continuously monitors trademark applications worldwide to ensure the integrity of the Napa Valley name.



napa valley vintners

#### About the Napa Valley Vintners

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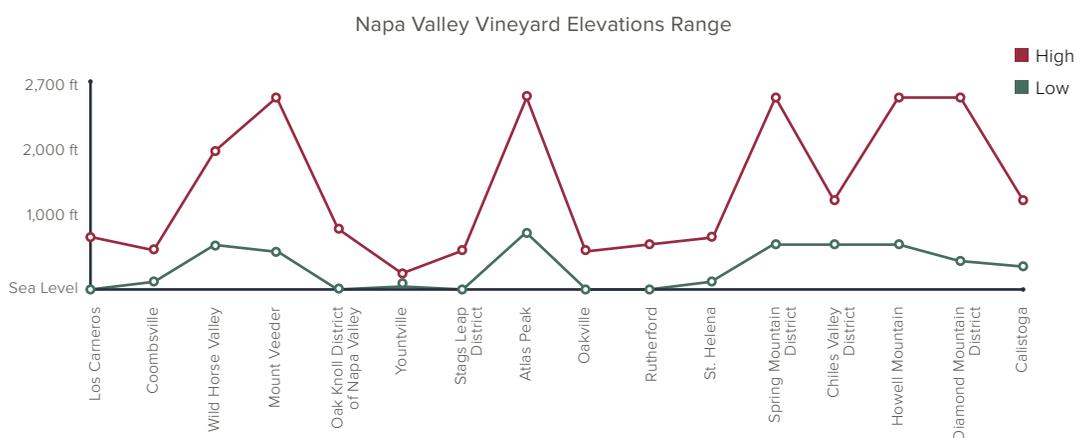
# TERROIR

Napa Valley's combination of **diverse soils**, **ideal climate** and **varied terrain** are perfectly suited to producing a wide variety of consistent, high-quality wines.

Napa Valley has some of the greatest soil diversity found in any wine region in the world. Soils act as the building block in determining the quality of premium wine grapes. Napa Valley contains more than 100 soil variations, 33 soil series and half the world's soil orders.

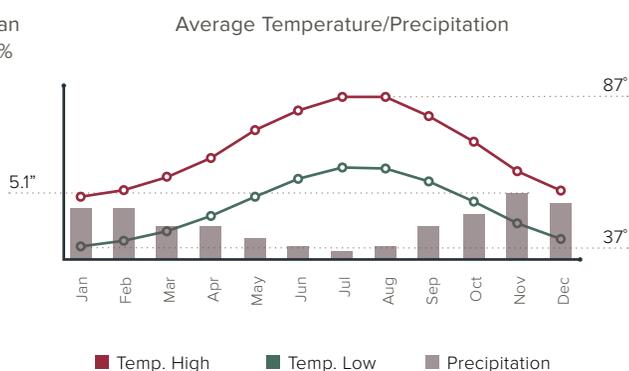
The climate is classified as Mediterranean, which encompasses just 2 percent of the earth's surface. The long, dry growing season is marked by warm days and cool nights influenced by a recurring pattern of marine fog, ideal for wine grapes to ripen slowly, evenly and with great balance. Lack of summer rainfall contributes to vintage consistency and reduces the risk of vineyard disease.

The region's topography ranges from sea-level estuaries in the south to the river valley with alluvial fans and rolling hills in the middle, which then lead to nearly 3,000 foot mountains on either side. Grapes are cultivated from the fertile valley floor to as high as 2,600 feet on the hillsides within the AVA.



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

**50%** of the world's soil orders found in Napa Valley





# AUCTION NAPA VALLEY

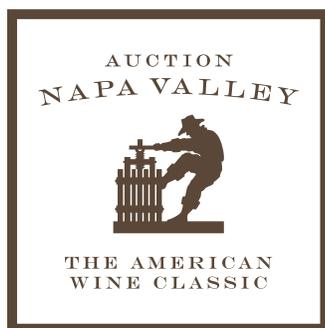


Sponsored by the Napa Valley Vintners and founded in 1981 by a small group of winery owners, including Robert and Margrit Mondavi, **Auction Napa Valley** has become the world's most celebrated charity wine event.

Auction Napa Valley combines Napa Valley wine, the region's iconic scenery, vintner hospitality, creative culinary expressions and the chance for bidders to acquire rare collections of Napa Valley wine and once-in-a-lifetime experiences.

The four-day fete features private, vintner-hosted parties; the world's only single-case auction of 100 or more lots that includes tasting wine directly with the winemakers straight from the barrel; the E-Auction, open to wine lovers and bidders anywhere in the world; and the grand Live Auction Celebration, which has been hosted every year since inception on the grounds of the exclusive **Meadowood Napa Valley** resort.

To date, the Napa Valley Vintners has invested **\$180 million** from Auction proceeds in the Napa County community. Funds are distributed annually to a core group of 25 local nonprofits and strategic initiatives that emphasize prevention and early intervention in the areas of community health and children's education.



**1981** First Napa Valley Wine Auction Event

**\$180** Million

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# PREMIERE NAPA VALLEY



The **Premiere Napa Valley** brand represents a collection of some of Napa Valley's highest quality, rarest wines. Produced in quantities of 60 to 240 bottles, each lot is made only once by each winemaker and sold exclusively to wine retailers, restaurateurs, private club owners, wholesalers or importers who procure the wines on behalf of their top customers. Premiere Napa Valley was established in 1997.

The wines debut and are offered for tasting each February at the Napa Valley Vintners' Premiere Napa Valley Barrel Tasting and Auction. Approximately 225 of these unique, small lots are then sold only to licensed members of the wine trade during the subsequent live and online auctions.

The week leading up to Premiere Napa Valley is considered one of the best weeks in the Napa Valley wine business, bringing together more than 1,000 wine professionals for networking, wine tasting, education and the chance to preview Napa Valley vintages that will soon be available for release.

1997 First Premiere Napa Valley wine auction event



60, 120, 240 bottles per lot

Premiere wines are some of Napa Valley's most rare



# ABOUT THE NVV



The **Napa Valley Vintners** (NVV) nonprofit trade association was founded by seven wineries in 1944. Today, the NVV inspires its 530-plus members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home.

Membership includes vintners making as few as 50 cases of wine per year to those making more than 1 million cases annually. Nearly 80 percent of NVV members produce less than 10,000 cases a year and 95 percent are family owned. Membership ranges from legacy wineries to the newest brands emerging in Napa Valley today.

The NVV's mission is to promote, protect and enhance the Napa Valley appellation. We envision that our collective efforts will establish Napa Valley as the leading wine region worldwide, preserved and enhanced for future generations.

Through our **signature marketing programs, industry advocacy** and comprehensive **member resources**, we work continuously to be the voice of the Napa Valley wine industry for consumers, the wine trade and media outlets around the globe. We strive to be the essential trade organization for any vintner producing Napa Valley wine in the Napa Valley.

530+

Winery members today

<10k

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



Founded by 7 vintners in 1944



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