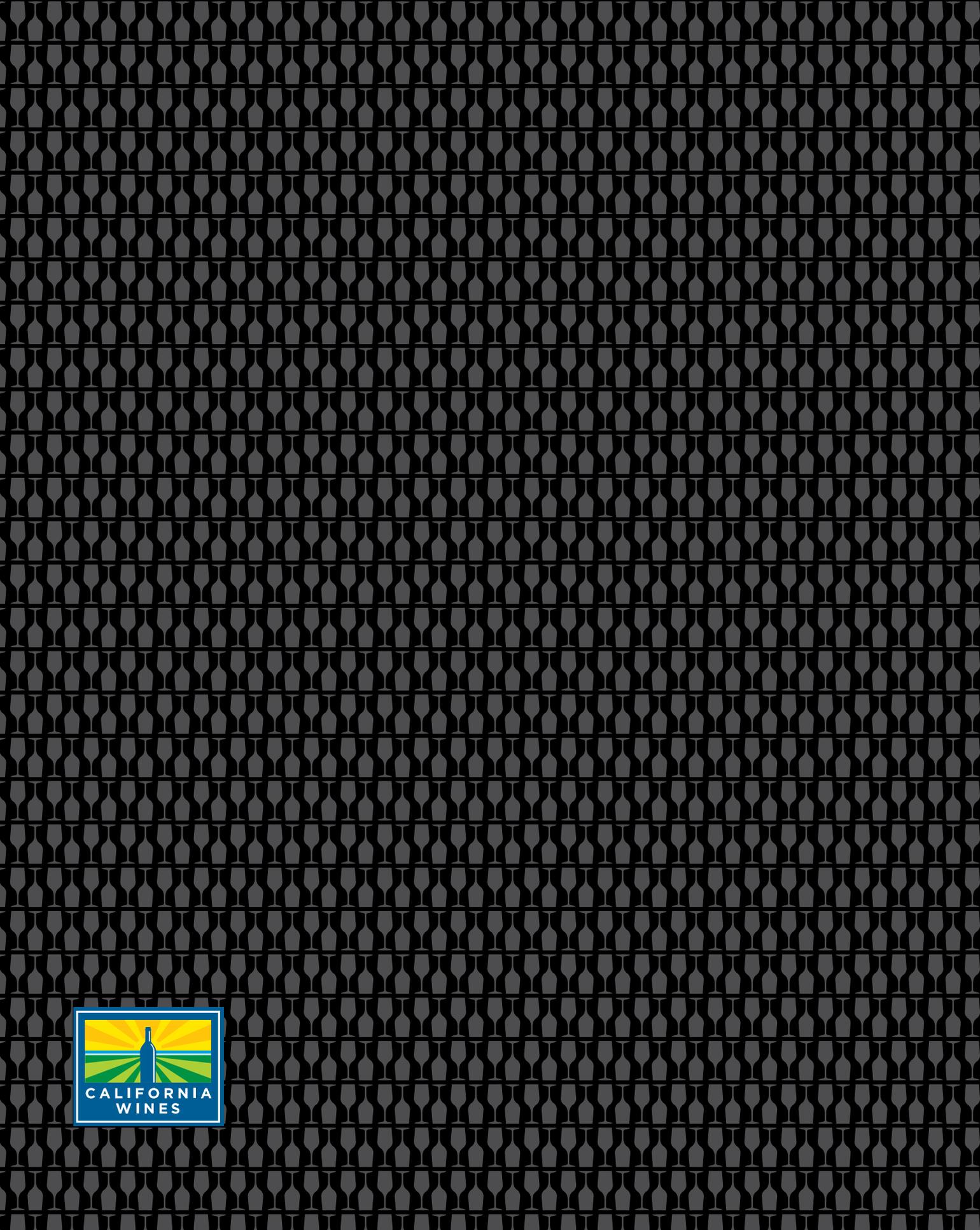




DISCOVER CALIFORNIA WINES



*The journey from grape to glass starts on Highway 1...

WELCOME



90%
of the wine made in
the United States comes
from California.

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GOLDEN STATE

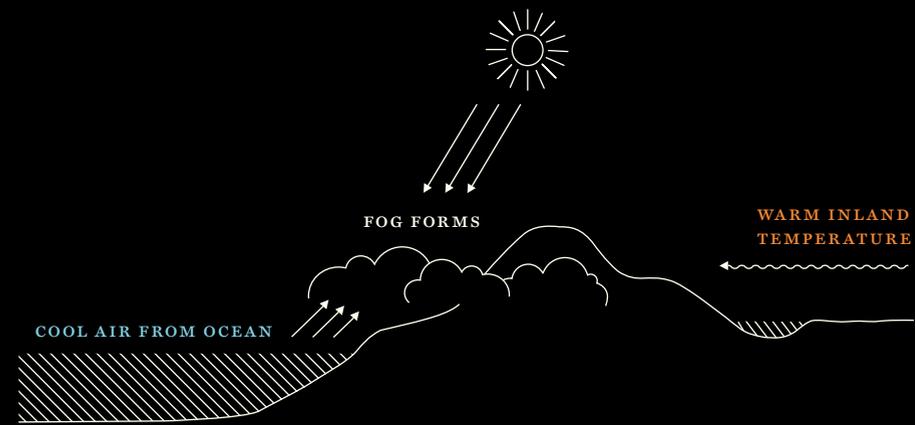
01 / GOLDEN NECTAR

You might say Californians are serious about wine and relaxed about everything else. Well, maybe not everything else: from a thriving technology industry to revolutionary green farming practices, we work hard and innovate constantly. But when you're surrounded by natural wonder and constant sunshine, it's pretty easy to smile.

Of course, a glass of California wine always helps.



There are more than
100
 designated winegrape growing
 areas (American Viticultural
 Areas or AVAs) in
 California.



/ WARM DAYS, COOL NIGHTS

California’s wonderful year-round weather is as good for our wine as it is for our visitors.

Abundant sunshine ensures a long and consistent grape growing season, while the diversity of our terroir supports a multitude of winegrape varieties and surprising flavor variation within them. California’s 1,300 kilometers (800 miles) of rugged coastline expose nearby vineyards to natural “air conditioning” in the form of fog and breezes, making for exceptional Chardonnay, Pinot Noir and other cool climate varieties. Warmer interior valleys receive the same cooling effect thanks to rivers, lakes and deltas. Meanwhile, vines planted along

/ NAVIGATE THE STATE

our hillsides get a fine mixture of cooling air and bright, unfiltered sun—conditions that Cabernet Sauvignon and Merlot were born to love.

Our soils are as diverse as our growing regions. Sand, clay, loam, granite, volcanic ash, seabed soil, river-run gravel: each contributes its own distinct minerality. And our winemakers are no less varied: since the 1700s, immigrants from all over the world have settled in California, bringing their vines and their skills with them. Hard-earned secrets of soil, climate and vine have been passed from generation to generation, providing California wine with its unique legacy and spectacular range.

Every bottle of California wine lists the geographical origin, or appellation, where the grapes were grown. Appellations here are defined either by political boundaries, such as the name of a county, or by federally recognized growing regions, called American Viticultural Areas (AVAs).

For a wine to carry an AVA name on its label, at least 85% of the grapes must be grown in that AVA; for county appellations, that number is 75%. And any wine bearing “California” or any California AVA or appellation guarantees that 100% of the grapes are grown in the Golden State.



SAVOR THE NORTH COAST

From rolling hills to towering redwoods, the scenery along the North Coast is as memorable as the wine. With one of the coolest climates in our state, this region is home to more than half of our wineries, including many of our most celebrated. And the North Coast's renowned food artisans craft everything from olive oil to goat cheese, ensuring that your plate is as full as your glass.



/ **LOS CARNEROS**

1983

GRANTED AVA STATUS

STRADDLES
NAPA AND SONOMA
COUNTIES

CARNEROS MEANS
SHEEP
IN SPANISH, YOU'LL SEE LOTS OF THEM!

KNOWN FOR
**CHARDONNAY
PINOT NOIR**

/ **NAPA VALLEY**
see following page

/ **SONOMA COUNTY**
see page 12

/ **MENDOCINO COUNTY**
see page 14

/ **LAKE COUNTY**

5

AVAs

3,200
VINEYARD HECTARES
(8,000 ACRES)

NAMED FOR
CLEAR LAKE
THE LARGEST NATURAL LAKE ENTIRELY IN CALIFORNIA

VINEYARDS AS HIGH AS
900 METERS
(3,000 FEET)

PRIMARILY
CABERNET SAUVIGNON
AND
SAUVIGNON BLANC

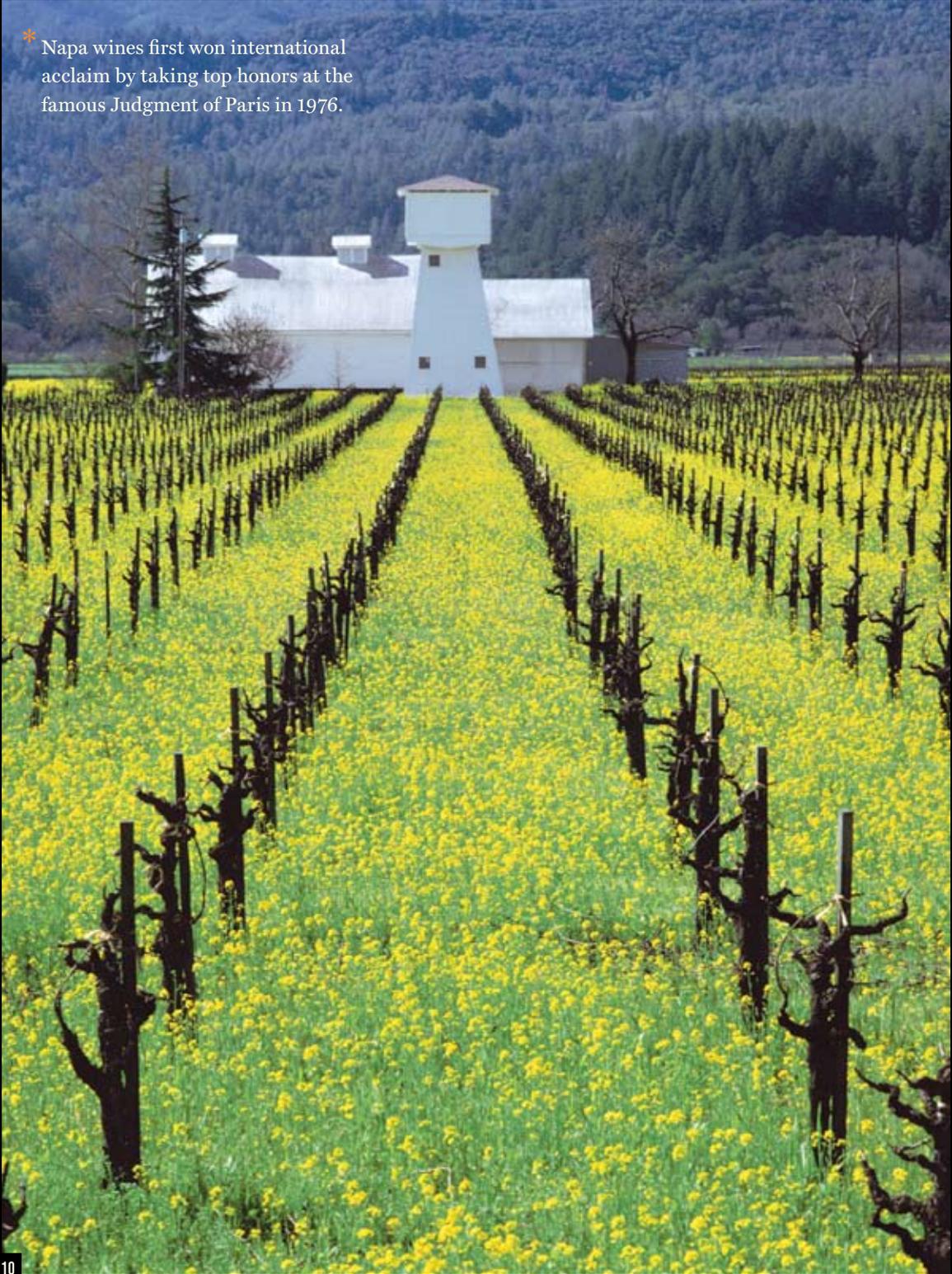


VISIT napavintners.com

/ NORTH COAST

NAPA VALLEY

* Napa wines first won international acclaim by taking top honors at the famous Judgment of Paris in 1976.



PRODUCES
4%
OF ALL
CALIFORNIA WINE

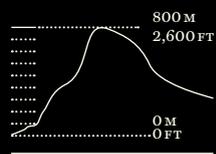
1838
FIRST GRAPES
PLANTED

18,000
VINEYARD
HECTARES
(45,000 ACRES)

16
AVAs

>600
BONDED WINERIES

ELEVATIONS FROM
SEA LEVEL
TO
800
METERS
(2,600 FEET)



* Ubuntu's dynamic garden fare, Thomas Keller's Michelin-starred French Laundry, Tacos Michoacan's casual roadside spice: you'll find a wide range of tasty cuisines in Napa Valley.

SONOMA COUNTY



VISIT sonomawine.com

* Sonoma residents are down to earth. Gourmet farm and vineyard dinners are common here, an expression of the area's homegrown culinary culture and love of the great outdoors.



1812

FIRST GRAPES PLANTED

13

AVAs

>500

BONDED WINERIES

24,000

VINEYARD HECTARES (60,000 ACRES)

ON THE VINE



CHARDONNAY (C)

SAUVIGNON BLANC (SB)

CABERNET SAUVIGNON (CS)

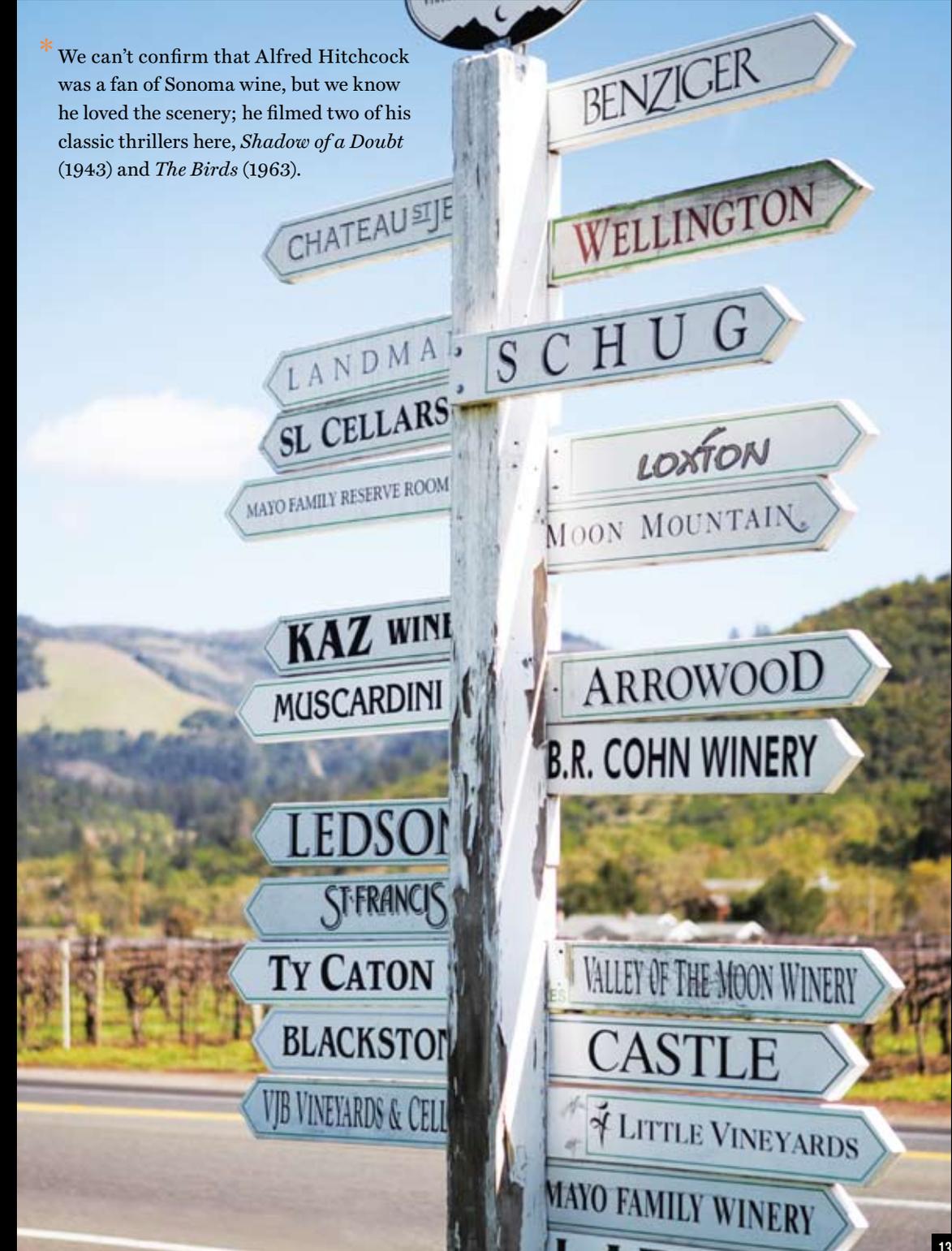
PINOT NOIR (PN)

MERLOT (M)

ZINFANDEL (Z)

* Sonoma grows the most Pinot Noir of any California county.

* We can't confirm that Alfred Hitchcock was a fan of Sonoma wine, but we know he loved the scenery; he filmed two of his classic thrillers here, *Shadow of a Doubt* (1943) and *The Birds* (1963).



MENDOCINO COUNTY

SUSTAINABLE

ORGANIC & BIODYNAMIC
AT THE FOREFRONT

1850s

FIRST VINES

10

AVAs

>100

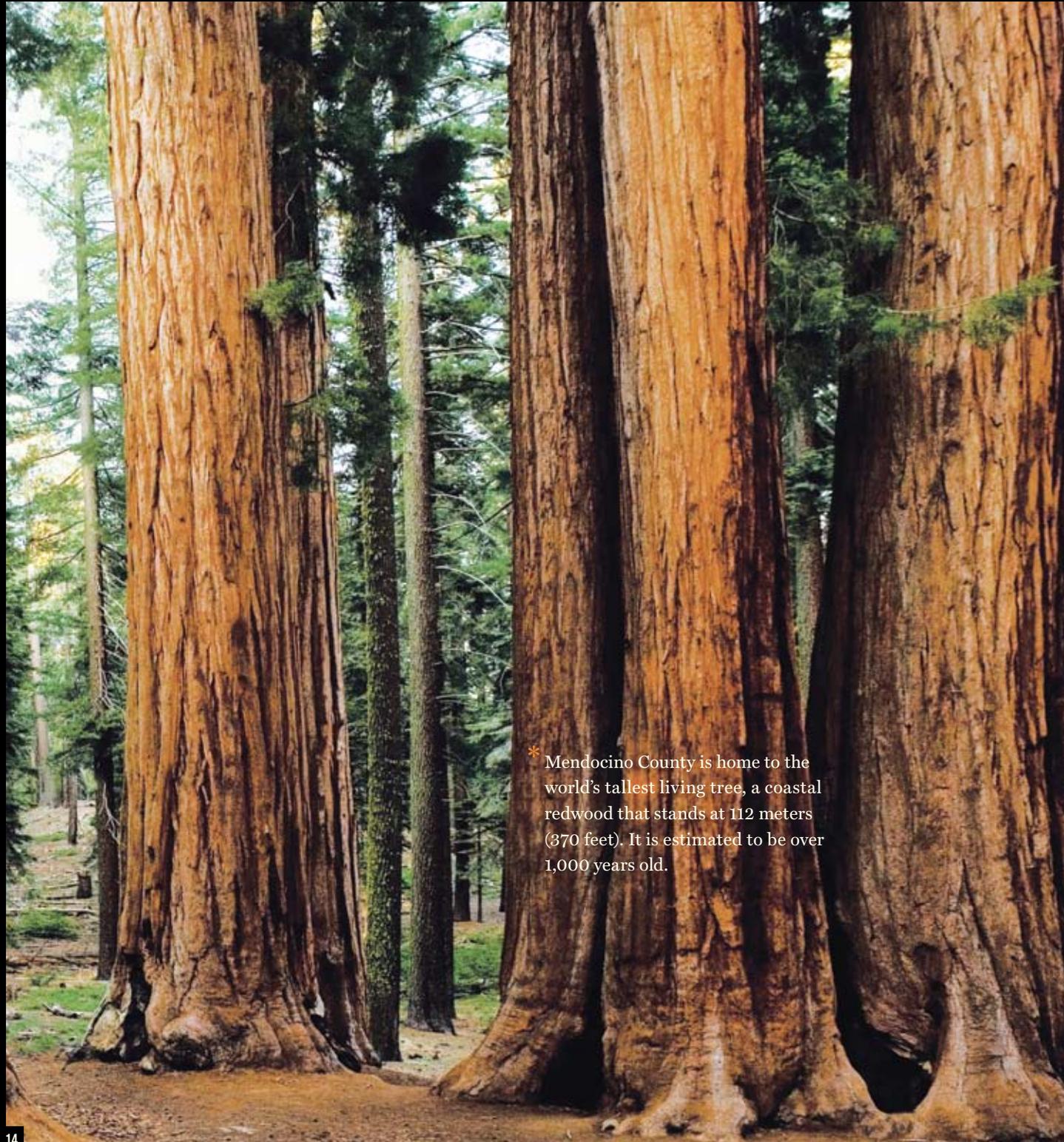
BONDED
WINERIES

60%

OF MENDOCINO COUNTY
IS COVERED BY REDWOOD
FORESTS



VISIT mendowine.com



* Mendocino County is home to the world's tallest living tree, a coastal redwood that stands at 112 meters (370 feet). It is estimated to be over 1,000 years old.



* There are over 3,000 wild mushroom species found in Mendocino County's forest lands. According to local foragers and chefs, at least 500 of them make a delicious addition to dinner.

EXPLORE THE CENTRAL COAST

San Francisco's Golden Gate Bridge rises to greet you at the top of our Central Coast. Over the course of the next 500 kilometers (300 miles), the weather transitions from moody to mild, which makes for excellent diversity in both wine and surf. Grapes here are among the oldest in the state, planted by Franciscan monks as they made their way north on El Camino Real ("the royal road", now Highway 101) in the late 1700s.



/ SAN FRANCISCO BAY
(includes Alameda, Contra Costa, Santa Clara, San Francisco, San Mateo and Santa Cruz counties)

/ SAN LUIS OBISPO COUNTY

WINEGROWING SINCE
THE 1880s

HOME TO
SILICON VALLEY

KNOWN FOR
PINOT NOIR
SYRAH
AND
VIIGNIER

COOLED BY THE
FAMOUS FOG
OF SAN FRANCISCO BAY

CHECK OUT THE AREA'S
URBAN WINE
MOVEMENT

HOME TO
PASO ROBLES
CALIFORNIA'S
FASTEST-GROWING
WINE REGION
see page 22

/ SANTA CRUZ MOUNTAINS

600
VINEYARD HECTARES
(1,500 ACRES)

/ MONTEREY COUNTY
see page 18

ONE OF CALIFORNIA'S
1ST AVAs

/ LIVERMORE VALLEY
see page 20

1981
ACHIEVED AVA STATUS

/ SANTA BARBARA COUNTY
see page 24

VINEYARDS AS HIGH AS
800 METERS
(2,600 FEET)



VISIT montereywines.org

/ CENTRAL COAST

MONTEREY COUNTY



* The Monterey peninsula is on the migration path of a number of whale species, including Blue, Humpback and Orca, making for spectacular seasonal sightings.

16,000

VINEYARD
HECTARES
(40,000 ACRES)

9

AVAs

SAN BERNABE:

**WORLD'S
MOST
DIVERSE**

SINGLE VINEYARD
PROPERTY

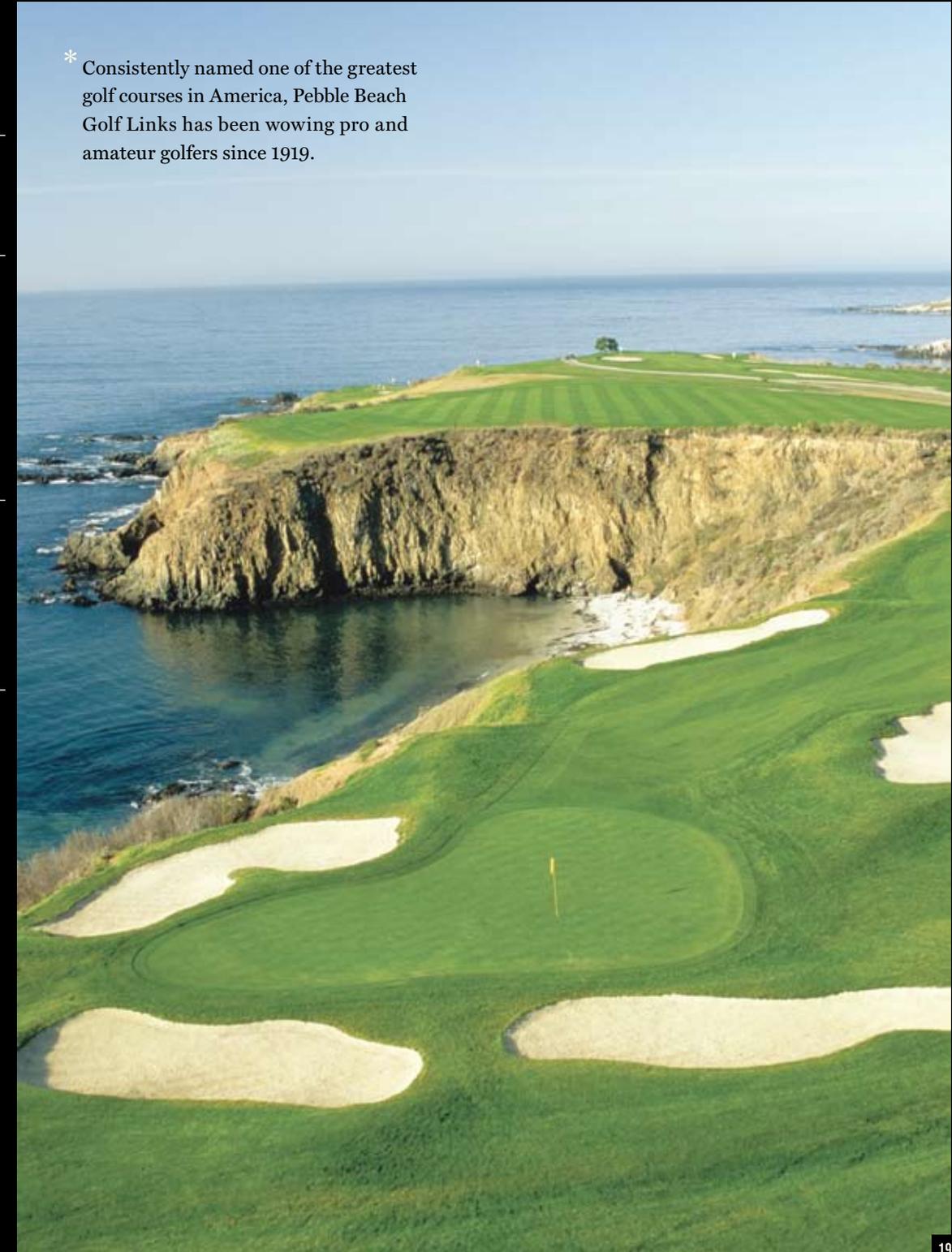
**CLINT
EASTWOOD**

FORMER MAYOR
OF CARMEL

**THE LONE
CYPRESS**

MONTEREY'S
ICONIC 2,000
YEAR OLD TREE

* Consistently named one of the greatest golf courses in America, Pebble Beach Golf Links has been wowing pro and amateur golfers since 1919.



LIVERMORE VALLEY



VISIT lwine.org



* Nearly 80% of California's Chardonnay vines can trace their genetic roots to a Livermore Valley clone.

1840s

FIRST GRAPES PLANTED

1982

APPROVED AS AN AVA

2,000

VINEYARD HECTARES (5,000 ACRES)

1ST

IN CALIFORNIA TO LABEL CHARDONNAY, PETITE SIRAH, AND SAUVIGNON BLANC AS VARIETALS

* Pioneer Livermore winemakers C. H. Wentz and James Concannon founded their vineyards in the early 1880s, having recognized the area's winegrowing potential. Their descendants have maintained the tradition: today both wineries are thriving businesses.



PASO ROBLES



VISIT pasowine.com

1790s
FIRST
VINEYARDS

10,500
VINEYARD
HECTARES
(26,000 ACRES)

>180
WINERIES

80% RED VARIETALS
INCLUDE ZINFANDEL, CABERNET
SAUVIGNON, MERLOT AND SYRAH



* Located halfway between San Francisco and Los Angeles, Paso Robles mixes the fun-loving energy of Southern California with Northern California's sophistication and innovation.



* A California hot spot for Rhône varietals and blends, Paso Robles hosts the annual Hospice du Rhône, the world's liveliest gathering of international Rhône wine producers.

SANTA BARBARA COUNTY

The film *Sideways* (2004) celebrated the Santa Barbara area and its signature Pinot Noir. The character Miles' love of the varietal helped fuel a double-digit sales increase in the United States.

* Santa Barbara has long been a favorite hideaway for movie stars, from Charlie Chaplin to Jane Russell, Nick Nolte and Oprah Winfrey.



VISIT sbcountywines.com

ON THE VINE SINCE

1782

8,000

VINEYARD
HECTARES
(20,000 ACRES)

4

AVAs

>175

BONDED
WINERIES

160

KILOMETERS
(100 MILES)
NORTH OF
LOS ANGELES

NEARLY

25%

OF GRAPES GROWN
ARE PINOT NOIR





SACRAMENTO VALLEY

LODI AND THE DELTA

MADERA COUNTY

SAN JOAQUIN VALLEY

SET YOUR SIGHTS INLAND

Our state's sunny inland valleys are great for grapes. But that isn't all that grows here: this region is one of the most fertile farmlands in the world, providing more than 8% of America's agricultural yield. Across Lodi, Sacramento and San Joaquin Valley, farmers tend everything from almonds and apricots to tomatoes, cotton, asparagus and alfalfa. You might say this area and its farmers are California's unsung heroes; our meals—and our wine—wouldn't be the same without them.

/ LODI AND THE DELTA

ZIN COUNTRY

HOME TO SOME OF CALIFORNIA'S FINEST ZINFANDEL

WHERE SACRAMENTO AND SAN JOAQUIN VALLEYS MEET

IMMORTALIZED IN SONG BY

CREEDENCE CLEARWATER REVIVAL

/ SACRAMENTO VALLEY

3,200

VINEYARD HECTARES (8,000 ACRES)

NESTLED BETWEEN THE SIERRA NEVADA AND COASTAL RANGE MOUNTAINS

HOME TO CALIFORNIA'S STATE CAPITAL

/ SAN JOAQUIN VALLEY

ON THE VINE FOR OVER **100 YEARS**

61,000

VINEYARD HECTARES (150,000 ACRES)

THE LARGEST

WINEGROWING REGION IN THE STATE

MOST PLANTED **CHARDONNAY AND ZINFANDEL**

/ MADERA COUNTY

15,000

VINEYARD HECTARES (38,000 ACRES)

HOME TO **8%**

OF CALIFORNIA VINES

KNOWN FOR **DESSERT**

AND **PORT-STYLE WINES**

Beautiful scenery pairs well with a glass of wine. Famous attractions like Yosemite National Park and Lake Tahoe offer breathtaking examples of our state's natural abundance, while just a short drive away, local vineyards in the Sierra Foothills serve up wines of abundant flavor and variety. The epicenter of the California Gold Rush, this area attracted thousands of immigrants who sought fortune in the mines—and left their vines in the soil. Ghost towns still dot the area, serving as reminders of the Wild West.

ROAM THE SIERRA FOOTHILLS



/ AMADOR COUNTY / EL DORADO COUNTY

FIRST PLANTED
EARLY 1800s

EL DORADO IS
SPANISH FOR
“THE GILDED ONE”

KNOWN FOR
**OLD VINE
ZINFANDEL
BARBERA
SYRAH
SANGIOVESE
AND
VIOGNIER**

DESIGNATED AVA IN
1983

VINEYARDS ABOVE
**600 METERS
(2,000 FEET)**

/ CALAVERAS COUNTY

≈ **50**
WINE VARIETALS

HOME TO MARK TWAIN'S
JUMPING FROG

DOMINANT GRAPE
ZINFANDEL

21
TASTING ROOMS

BORDERED BY
GIANT SEQUOIAS

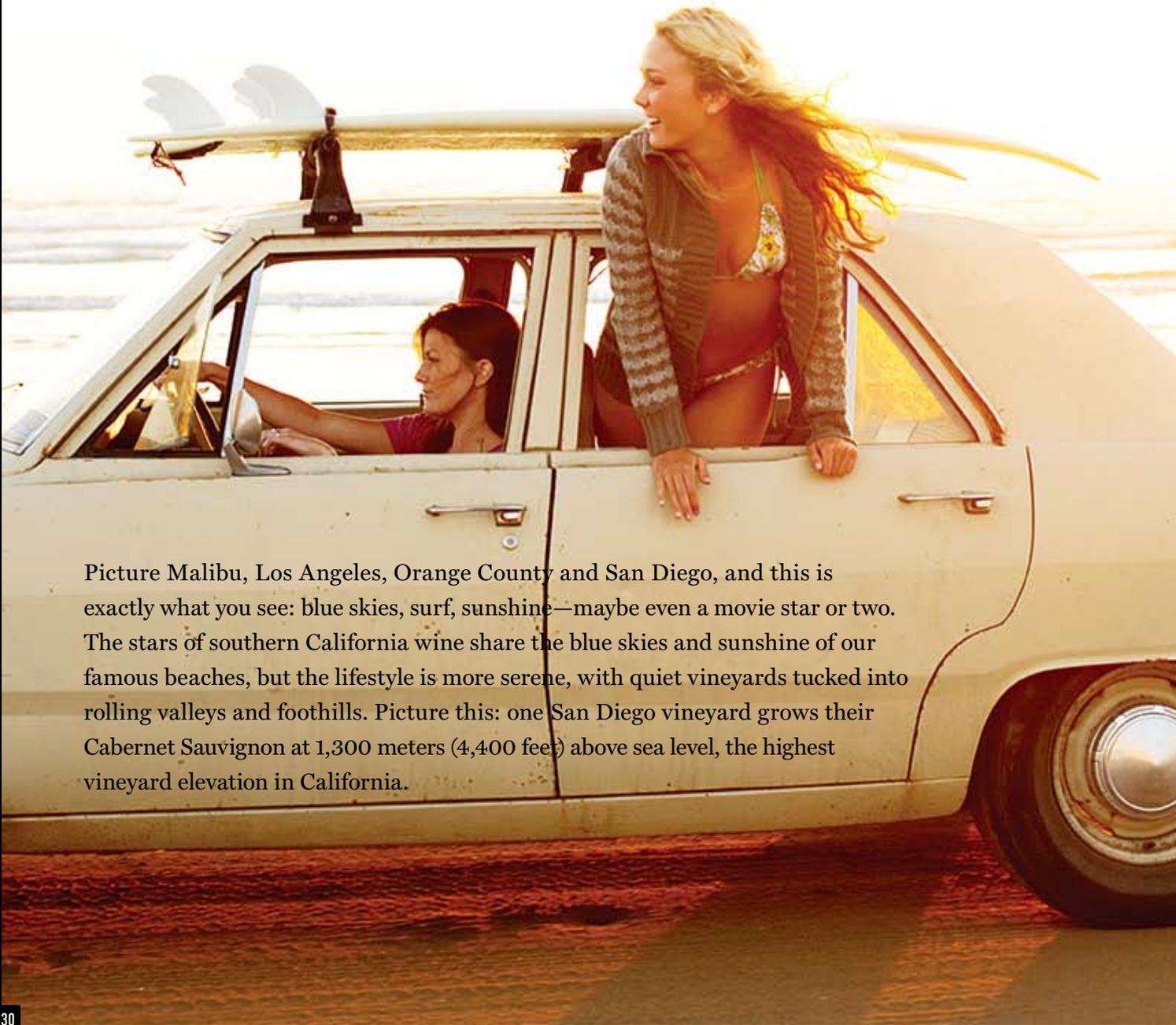
/ NEVADA COUNTY
GATEWAY TO
LAKE TAHOE'S
WORLD-CLASS SKIING

HISTORIC
GOLD RUSH
TOWNS

SMALL TOWN
WILD WEST
CHARM

RIVERS, MEADOWS,
FORESTS AND
WILDFLOWERS

CRUISE SOUTHERN CALIFORNIA



Picture Malibu, Los Angeles, Orange County and San Diego, and this is exactly what you see: blue skies, surf, sunshine—maybe even a movie star or two. The stars of southern California wine share the blue skies and sunshine of our famous beaches, but the lifestyle is more serene, with quiet vineyards tucked into rolling valleys and foothills. Picture this: one San Diego vineyard grows their Cabernet Sauvignon at 1,300 meters (4,400 feet) above sea level, the highest vineyard elevation in California.



CUCAMONGA VALLEY

TEMECULA VALLEY

SAN DIEGO COUNTY

/ CUCAMONGA VALLEY / TEMECULA VALLEY

WINEGROWING
ORIGINATED
EARLY 1900s

KNOWN FOR
**OLD-VINE
ZINFANDELS**
AND
**PORT-STYLE
WINES**

WINEMAKING SINCE
LATE 1700s

525
VINEYARD HECTARES
(1,300 ACRES)

>30
BONDED WINERIES

/ SAN DIEGO COUNTY

1769
HOME TO THE STATE'S
OLDEST GRAPES, AT
MISSION SAN DIEGO
DE ALCALA

KNOWN FOR
MERLOT
AND
CHARDONNAY

KNOWN FOR
ITALIAN
AND
**RHÔNE
VARIETAL**
WINES

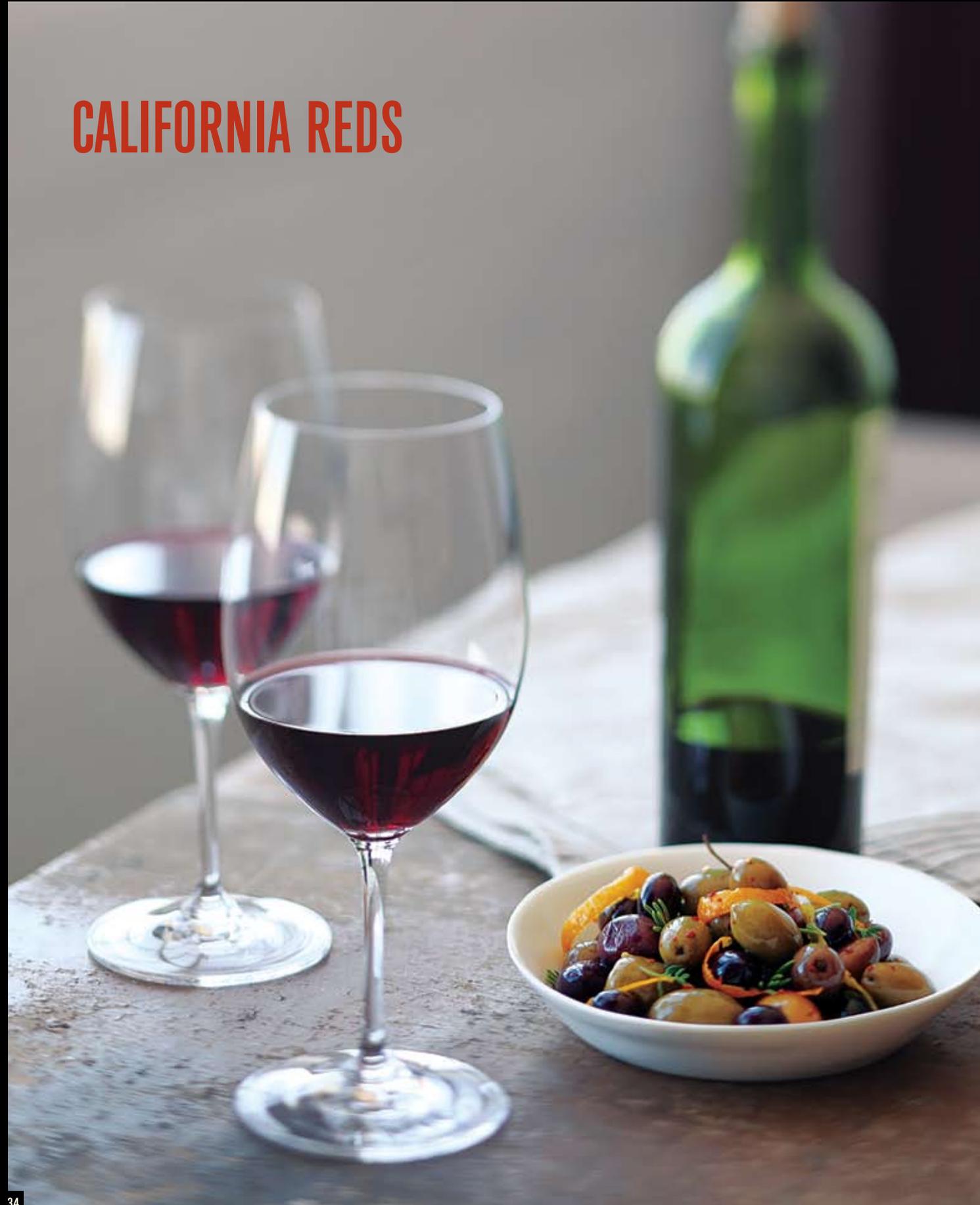


MEET THE GRAPES

02 / VARIETY AMONG VARIETALS

So much diversity in California's terroir means there's a perfect place to grow nearly any kind of grape. In fact, you'll find more than 100 varieties across the state, giving our winemakers the latitude to create complex varietals and unique, expressive blends.

CALIFORNIA REDS



PINOT NOIR

Pinot Noir's juicy cherry flavors and floral notes complement hints of earth and leather for a wine that is at turns delicate, rich, silky, subtle—and always intriguing. A cool-climate grape, it does exceptionally well in our breezy coastal regions.

ZINFANDEL

Bold and rambunctious, Zinfandel can take your palate on an odyssey of flavor, from raspberry to black pepper, cloves and licorice. One of our oldest and most revered vines, we're proud to call Zinfandel our signature grape.

MERLOT

Luscious and approachable, this classic varietal is known for its fruity aromas and hints of herbs. But don't assume it's all soft: the right California Merlot can go glass-to-glass with the biggest, boldest Cabernet Sauvignon.

CABERNET SAUVIGNON

With its firm, focused structure, lingering dark fruit (blackberry, blueberry, black currant), and hints of mocha and earth, Cabernet Sauvignon's concentrated flavors mellow into a rich elegance as it ages. It's easy to see why this noble varietal is the best-selling red in the United States, and number two in California acreage.

OTHER RED VARIETALS

Cabernet Franc
Carignane
Grenache
Malbec
Mourvedre
Petit Verdot
Petite Sirah
Sangiovese
Syrah
Tempranillo

RED BLENDS

Blends have long been a part of California wine culture. These days, a combination of adventurous spirit, masterful artistry and creative freedom has resulted in a new generation of expressive, harmonious and distinctly Californian blends. There's no end to the range of flavors, prices and surprises.

CALIFORNIA WHITES

PINOT GRIS

With its crisp stone fruit and bright citrus flavors, California Pinot Gris (a.k.a Pinot Grigio) adds a refreshing verve to most any light meal. The grape itself has a pinkish-gray skin, hence the name gris (French for grey).

MUSCAT

RIESLING

CHARDONNAY

From unoaked and fruit-forward with hints of minerality to rich and toasty with vanilla and butter, the spectrum of flavor and aroma in California Chardonnay is as broad as the microclimates where the grape is grown. Chardonnay is the state's most widely planted grape.

PINOT BLANC

SEMILLON

GERWÜRTZTRAMINER

VIOGNIER

This full-bodied varietal is known for its floral aromatics, lushness on the palate and long finish. An array of complex flavors, from apricot and orange blossom to violet and rose, give Viognier its irresistible allure.

SAUVIGNON BLANC

Always crisp and refreshing, California vintners like to put their own spin on this classic varietal, with flavors that range from vibrant lemongrass and herb to tart green apple, round melon and fig.

CHENIN BLANC



ROSÉ, SPARKLING AND DESSERT WINES

ROSÉ

The red berry flavors of Rosé are especially refreshing on cool autumn evenings and hot summer days. Ranging in flavor from delicate, refined and dry to bright and sweet with a hint of creaminess, California Rosé pairs easily with everything from spicy sauces to crisp, light salads.

SPARKLING

The crisp acidity of California sparkling wine pairs well with a wide range of foods and occasions, from Szechuan stir fry to triple crème cheeses, Tuesday night dinners to glamorous affairs. Sparkling wine has been produced in California since the 1850s, often from Pinot Noir and Chardonnay grapes in the méthode champenoise.

DESSERT WINES

Also called late harvest wines, these deep elixirs provide a sweet end to any meal, while retaining just enough acidity to remain refreshing. They are made from a number of winegrape varieties, including Gewürztraminer, Muscat, Riesling, Sauvignon Blanc, Semillon and Zinfandel.

California's growing community of artisan cheesemakers is giving wine lovers something to chew on. Next time you open a bottle of our bubbly, pair it with some of our goat cheese, triple crème or blue.

A large flock of sheep is grazing in a vineyard. The vines are covered in vibrant autumn foliage, with leaves in shades of red, orange, and yellow. The sheep are of various breeds, including white, brown, and black. The scene is captured from a low angle, looking down the rows of the vineyard.

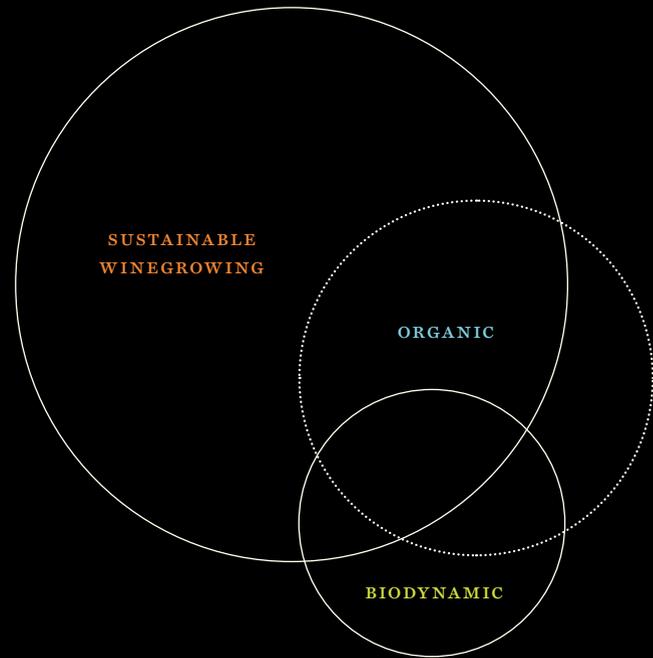
GREEN FOR GOOD

03 / SUSTAINABLE WINEGROWING

The color, the quiet, the miraculous cycles of nature: California winemakers and growers feel most at home among the vines. Beyond tending the grapes, many feel a fierce responsibility to the land itself.

It's this passion and pride that has made California a world leader in sustainable winegrowing. From old-world practices like controlling weeds with livestock to technology like solar energy, we're employing sustainable solutions at every level and every step.

Ultimately, going green benefits the greater good—employees, neighbors, customers, communities, wildlife—not to mention the soil, air and water that breathe life and flavor into our grapes.



/ CALIFORNIA SUSTAINABLE WINEGROWING ALLIANCE

Wine Institute of California and the California Association of Winegrape Growers have come together to promote sustainable practices through the California Sustainable Winegrowing Alliance (CSWA). Created in 2003, the Alliance helps vintners and growers implement the three Es of sustainability: Environmentally sound, Economically feasible and socially Equitable practices.

Currently, over 1,500 growers and vintners have adopted CSWA's Code of Sustainable Winegrowing Practices, representing almost 70% of the state's vineyard acreage and wine case production. The code offers vital guidance for preserving our grape growing and winemaking traditions for the next generation.

/ DEFINITIONS

Organic

Organic vineyards follow the guidelines set by the National Organic Program.

- no synthetic pesticides or nonorganic chemicals
- natural alternatives to soil enrichment, pests, weeds and vine disease management

Biodynamic

Biodynamic farming treats the vineyard as a closed loop, employing organic practices and natural alternatives for eliminating waste and promoting a healthy ecosystem.

- no synthetic pesticides or nonorganic chemicals
- compost teas and natural preparations to enrich soil and promote microorganisms
- insectaries to control pests
- planting and pruning determined by the phases of the moon

Sustainable

Sustainable winegrowing reflects a commitment to maintain healthy soil, reduce waste, energy and water use, and enhance relations with employees and neighbors. It can include biodynamic or organic farming practices.

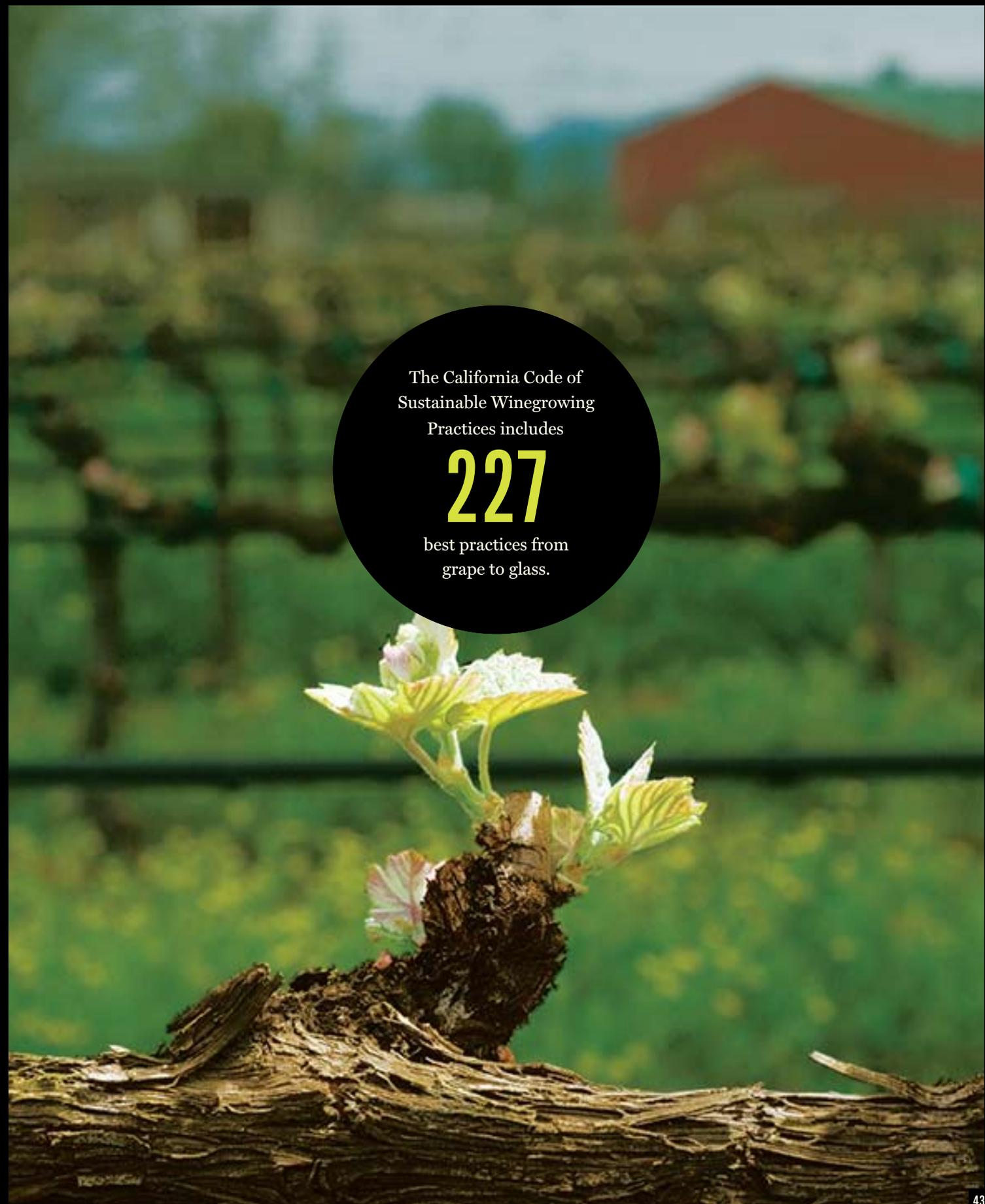
- sheep and beneficial birds to control weeds and pests
- cover crops, drip irrigation and process ponds to conserve water
- energy efficiency and insulation for conservation, renewable solar and biofuel energy sources
- composting, recycling and reuse to minimize waste

For more information, visit www.sustainablewinegrowing.org.

The California Code of Sustainable Winegrowing Practices includes

227

best practices from grape to glass.





PAIR UP

LOVE AT FIRST BITE

Flatbread gets the best of summer with sweet figs, caramelized onions and tangy blue cheese. Juicy heirloom tomatoes share the plate with mild, creamy feta and a hint of fresh mint.

04 / CALIFORNIA FOOD AND WINE

When it comes to food, we've got a wide variety on our plates. California cuisine is as creative and courageous as our wine, the result of a vast array of fresh ingredients, cultural influences and imaginative chefs. It's fusion at its finest and most flavorful.

TRY THIS

FILET MIGNON WITH CHERRY TOMATO COMPOTE

Brush filet with oil. Season with sea salt and pepper. Place filet on a heated grill and sear each side for 4 to 6 minutes. Toss halved tomatoes in a bowl with extra virgin olive oil, salt and coriander seeds. Place on a baking sheet and roast.

SHAVED SALAD AND MASHED POTATOES

Shave organic asparagus spears and carrots. Julienne radishes and toss with shaved vegetables, extra virgin olive oil, salt and pepper. Boil peeled Yukon Gold potatoes until tender. Drain. Add cream, butter, salt and pepper. Mash potatoes until smooth.



AND THIS

CABERNET SAUVIGNON

with grass-fed beef, whether grilled, roasted, braised or stir-fried

ZINFANDEL

with barbecued free-range beef; lamb, pork, chicken or spicy sausage

MERLOT

with sautéed duck breasts or roasted pork tenderloin

PINOT NOIR

with wood-smoked bacon, roast leg of veal or grilled wild salmon

TRY THIS

BUTTER LETTUCE, AVOCADO AND GRAPEFRUIT SALAD

Place grapefruit slices, avocados and ricotta salata in a bowl; toss together. Spoon mixture onto organic butter lettuce leaves. Top with sliced chives.

SHALLOT VINAIGRETTE

Whisk together minced shallots, cider vinegar, Dijon mustard, salt, pepper and extra virgin olive oil in a bowl. Drizzle over salad.



AND THIS

CHARDONNAY

with whitefish, shellfish and free-range chicken—especially with creamy, buttery sauces

SAUVIGNON BLANC

with wild mushroom soup, grilled red snapper, or asparagus—especially sautéed in garlic

PINOT GRIS

with pasta with a fresh tomato-based sauce, or spicy noodles with shrimp

VIOGNIER

with smoked oysters or mussels, or herb-roasted free-range chicken, goose or duck



ABOUT THE WINE INSTITUTE OF CALIFORNIA

Wine Institute is an association of more than 1,000 California wineries and wine-related businesses whose mission is to advocate public policy that enhances the ability to responsibly produce, promote and enjoy wine. Our California Wine Export Program promotes awareness of and appreciation for California wines throughout the world.

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/ CALIFORNIA REGIONAL WINE ORGANIZATIONS

Amador Vintners Association
www.amadorwine.com

Calaveras Winegrape Alliance
www.calaveraswines.org

Carneros Wine Alliance
www.carneros.com

Clarksburg Winegrowers Association
www.clarksburgwinegrowers.com

El Dorado Winery Association
www.eldoradowines.org

Humboldt Wine Association
www.humwines.com

Lake County Winery Association
www.lakecountywineries.org

Livermore Valley Winegrowers Association
www.lvwine.org

Lodi Winegrape Commission
www.lodiwine.com

Madera Vintners Association
www.maderavintners.com

Mendocino Winegrape and Wine Commission
www.mendowine.com

Monterey County Vintners and Growers Association
www.montereywines.org

Napa Valley Vintners
www.napavintners.com

Northern Sierra Wine Country
www.nswinecountry.com

Paso Robles Wine Country Alliance
www.pasowine.com

San Benito County Winegrowers Association
www.sbcwinegrowers.org

San Diego County Vintners Association
www.sandiegowineries.org

San Luis Obispo Vintners and Growers Association
www.slowine.com

Santa Barbara County Vintners Association
www.sbcountywines.com

Santa Cruz Mountains Winegrowers Association
www.scmwa.com

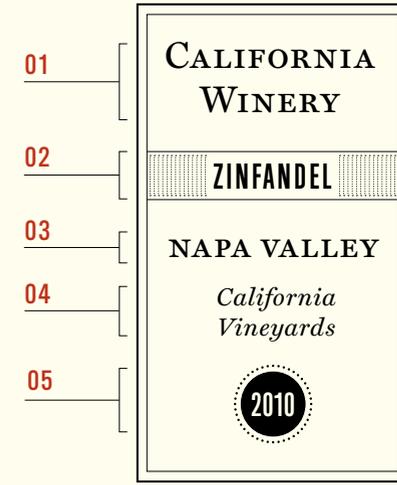
Sonoma County Vintners
www.sonomawine.com

Temecula Valley Winegrowers Association
www.temeculawines.org

Ventura County Winery Association
www.vcwines.com

Wineries of Santa Clara Valley
www.santaclarawines.com

/ HOW TO READ A WINE LABEL



01 NAME

This is the name chosen by the producer. Names can reflect a region, brand concept or the producer's surname.

02 TYPE OF WINE

This may be a varietal, generic or proprietary name. Varietal wines must be made from at least 75% of the stated grape variety.

03 PLACE OF ORIGIN

For a wine to carry an American Viticultural Area (AVA) name on its label, at least 85% of the grapes must be grown in that AVA. If a wine label uses a county name as an appellation, then at least 75% of the grapes must come from that

county. A wine bearing "California" ensures consumers that 100% of the grapes were grown in the Golden State.

04 VINEYARD

When a vineyard is listed on a California wine label, it indicates that 95% of the grapes came from that vineyard.

05 VINTAGE YEAR

This is the year the grapes were grown. Wines must contain at least 95% of the stated vintage if the appellation is an AVA, and at least 85% for appellations that are a county or state. With California's temperate and reliable climate, every year is a good year.

/ CONVERSION CHART

TEMPERATURE	Celcius (c) = 5/9(f-32) Fahrenheit (f) = 9/5(c+32)		F	C
DISTANCE	1 inch	2.54 cm	110°	40°
	1 foot (12 inches)	30.48 cm	100°	30°
	1 yard (3 feet)	91.44 cm	90°	30°
	1 mile	1.61 kilometers	80°	20°
	1 kilometer	0.62 miles	70°	20°
AREA	1 hectare	2.471 acres	60°	10°
	1 acre	0.405 hectares	50°	10°
MASS	1 kilo	2.205 pounds	40°	0°
	1 pound	0.454 grams	32°	0°
	1 liter	0.264 gallons	20°	-10°
VOLUME	1 gallon	3.785 liters	10°	-18°
	1 hectoliter	26.4 gallons	0°	-18°
	1 ton / acre	15 hectoliters / hectare		
VINEYARD YIELD	<i>This is an estimated average and depends on vine density.</i>			

NORTH COAST

1. North Coast

LAKE COUNTY

2. Benmore Valley
3. Clear Lake
4. Guenoc Valley
5. High Valley
6. Red Hills Lake County

MENDOCINO COUNTY

7. Anderson Valley
8. Cole Ranch
9. Covelo
10. Dos Rios
11. McDowell Valley
12. Mendocino
13. Mendocino Ridge
14. Potter Valley
15. Redwood Valley
16. Yorkville Highlands

NAPA COUNTY

17. Napa Valley (Includes 18-32)
18. Atlas Peak
19. Calistoga
20. Chiles Valley
21. Diamond Mountain District
22. Howell Mountain
23. Los Carneros (Also in Sonoma Co.)
24. Mt. Veeder
25. Oak Knoll District of Napa Valley
26. Oakville
27. Rutherford
28. St. Helena
29. Spring Mountain District
30. Stags Leap District
31. Wild Horse Valley (Also in Solano Co.)
32. Yountville

SOLANO COUNTY

33. Solano County Green Valley
34. Suisun Valley

SONOMA COUNTY

35. Alexander Valley
36. Bennett Valley
37. Chalk Hill

38. Dry Creek Valley
39. Green Valley of Russian River Valley
40. Knights Valley
41. Northern Sonoma
42. Rockpile
43. Russian River Valley
44. Sonoma Coast
45. Sonoma Mountain
46. Sonoma Valley

CENTRAL COAST

47. Central Coast

ALAMEDA COUNTY

48. Livermore Valley
49. San Francisco Bay (Includes portions of Contra Costa, San Benito, San Mateo, Santa Clara, Santa Cruz, San Francisco and Solano counties)

MONTEREY COUNTY

50. Arroyo Seco
51. Carmel Valley
52. Chalone (Also in San Benito Co.)
53. Hames Valley
54. Monterey
55. San Antonio Valley
56. San Bernabe
57. San Lucas
58. Santa Lucia Highlands

SAN BENITO COUNTY

59. Cienega Valley
60. Lime Kiln Valley
61. Mt. Harlan
62. Pacheco Pass (Also in Santa Clara Co.)
63. Paicines
64. San Benito

SAN LUIS OBISPO COUNTY

65. Arroyo Grande Valley
66. Edna Valley
67. Paso Robles
68. York Mountain

SAN MATEO COUNTY

69. Santa Cruz Mountains (Also in Santa Clara and Santa Cruz counties)

SANTA BARBARA COUNTY

70. Happy Canyon of Santa Barbara
71. Santa Maria Valley (Also in San Luis Obispo Co.)
72. Santa Ynez Valley
73. Sta. Rita Hills

SANTA CLARA COUNTY

74. San Ysidro District
75. Santa Clara Valley (Also in San Benito Co.)

SANTA CRUZ COUNTY

76. Ben Lomond Mountain

INLAND VALLEYS

MADERA COUNTY

77. Madera (Also in Fresno Co.)

SACRAMENTO COUNTY

78. Alta Mesa
79. Borden Ranch (Also in San Joaquin Co.)
80. Clarksburg (Also in Solano and Yolo counties)
81. Cosumnes River (Also in San Joaquin Co.)
82. Sloughhouse

SAN JOAQUIN COUNTY

83. Clements Hills
84. Jahant (Also in Sacramento Co.)
85. Lodi (Also in Sacramento Co.)
86. Mokelumne River
87. River Junction
88. Tracy Hills (Also in Stanislaus Co.)

STANISLAUS COUNTY

89. Diablo Grande
90. Salado Creek

YOLO COUNTY

91. Capay Valley
92. Dunnigan Hills
93. Merritt Island

SIERRA FOOTHILLS

94. Sierra Foothills

AMADOR COUNTY

95. California Shenandoah Valley (Also in El Dorado Co.)

96. Fiddletown

EL DORADO COUNTY

97. El Dorado
98. Fair Play

YUBA COUNTY

99. North Yuba

SOUTHERN CALIFORNIA

100. South Coast

LOS ANGELES COUNTY

101. Leona Valley
102. Malibu-Newton Canyon
103. Saddle Rock-Malibu
104. Sierra Pelona Valley

RIVERSIDE COUNTY

105. Cucamonga Valley (Also in San Bernadino Co.)
106. Temecula Valley

SAN DIEGO

107. Ramona Valley
108. San Pasqual Valley

OTHER CALIFORNIA

HUMBOLDT COUNTY

109. Willow Creek (Also in Trinity Co.)

SISKIYOU COUNTY

110. Seiad Valley

TRINITY COUNTY

111. Trinity Lakes



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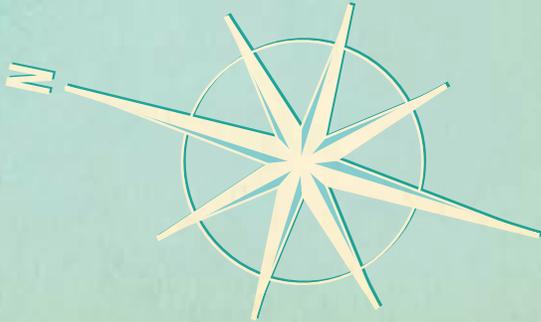
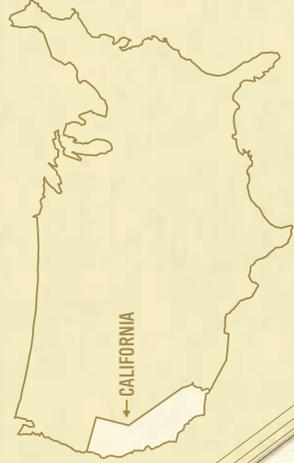
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—Linsey Gallagher, Wine Institute
Director of International Marketing



CALIFORNIA'S WINEGROWING REGIONS

See opposite page for AVA listings.





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