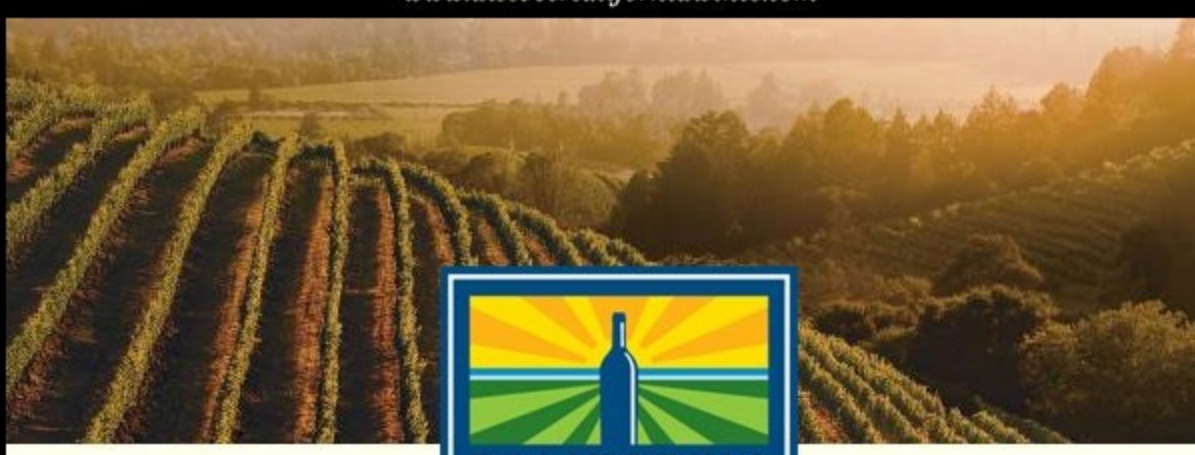


# DISCOVER CALIFORNIA WINES

[www.discovercaliforniawines.com](http://www.discovercaliforniawines.com)



Hello, from California Wines

Another harvest has come and gone, and the vineyards are quiet. The state saw early rains this year, hopefully setting the stage for an excellent 2017 vintage. Meanwhile, 2016 is shaping up to be of exceptional quality.

## From Grape to Glass

- **2016 Harvest.** The [2016 California winegrape harvest](#) was early, with a mostly normal yield of exceptional quality fruit throughout the state. The California Department of Food and Agriculture estimated the overall state crop to be near the historical average of 3.9 million tons. Winegrape growers across the state are declaring 2016 a standout year for quality, due to sufficient rainfall and an even growing season.
- **Tour the Central Coast.** Take a road trip through [Santa Barbara](#) and [San Luis Obispo](#) Counties. Boasting hundreds of wineries, the two regions feature rolling hills and dramatic coastal scenes, as well as iconic destinations like Hearst Castle. [Santa Barbara's wine country](#) gained fame in the 2004 hit indie film, Sideways. You can see all our road trips on the [Discover California Wines Media & Trade page](#).
- **Green.** Wine professionals can learn about sustainable practices used in California vineyards and wineries through the [California Sustainable Winegrowing Ambassador Course](#), a one-hour online certificate course. The [free course](#) provides an opportunity for winery sales, marketing, hospitality staff, retailers, and restaurateurs to learn about sustainable winegrowing so they can confidently share information with others.

## From Farm to Table



### Roasted Beets, Hazelnuts and Fresh Mozzarella with Honey Bacon Vinaigrette

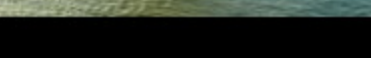
Serves 6

This vibrant, sweet and savory salad is finished with toasted nuts and creamy fresh mozzarella. Pair with a California White Blend or Pinot Noir. [See the full recipe on the Discover California Wines site.](#)

**Still hungry?** Discover more seasonal recipes with California wine pairings on [our wine and food page](#).

## Around the Globe

- **Global.** Planning for the California Wines Summit 2017 program is underway, set to take place in California during the week of May 14th, 2017. The week-long program will once again feature 400 wines, 200 vintner spokespeople, and 50 AVAs.
- **Global.** Our [California Wines Decanter.com](#) and [DecanterChina.com](#) promotion, launched in October. The site has 295,000 monthly users worldwide, and the China portal boasts another 50,000 monthly users.
- **Social.** California Wines has expanded its social channels, launching a new Instagram channel under the handle [@california.wines](#). The Nordic office added Facebook pages for [Finland](#) and [Norway](#). California Wines has a social presence in 16 countries, with nearly 43,500 Facebook followers, in addition to 28,000+ followers of our Weibo campaign and 11,000 followers of our WeChat initiative in China.
- **Canada.** The dates for next year's California Wine Fairs will be : Québec City, March 28th; Montreal, March 30th; Ottawa, March 31; Toronto, April 3rd; Halifax, April 5th; Vancouver, April 24th; and Calgary, April 25th.
- **China.** On September 4th, California Wines hosted a wine tasting in Shanghai celebrating the 40th anniversary of the Judgment of Paris and the 40 subsequent years of growth of the California wine industry. Stephen Spurrier, organizer of the 1976 event, attended the Shanghai event and recounted stories from the competition. His interview with California Wine Institute's Christopher Beros that can be [viewed on our YouTube channel](#).
- **China.** Already the fifth largest export market for California Wines, China is showing significant signs of growth. Year-to-date through August 2016, the dollar value of our exports to China is up 53% to \$55,983,847. (Total year 2015 was \$55,556,831). California wine accounts for 90% of all US wine exports to China.
- **Japan.** The CWI Japan office surveyed 96 importers and found 747 California wine brands are represented in Japan as of August 2016 (not including brands imported by smaller, local importers). The number of California brands has increased from 670 to 747 during the last 12 months, representing 11% growth.
- **Asia.** The California Wines Fall Asia Tour has wrapped up, with more than 30 traveling California vintners and more than 100 California wine brands visiting Tokyo, Seoul, Taipei, and Manila in October. Nicholas Paris, MW, presented the master class seminar "Spotlight on California's Winegrowing Regions and Varietals" in Seoul and Manila, and "California's Diversity of Pinot Noir" in Taipei. Jon Bonné was our featured speaker at the Tokyo event, with a seminar themed "The New California."
- **Europe.** The European Spring Tour 2017 will take place during the week of March 13th, with events in Amsterdam on March 13, Warsaw on March 14, and Stockholm's Go West! on March 15. Geoff Kruth, MS, President of the Guild of Sommeliers will be the featured seminar speaker in all cities on our tour.



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