

DISCOVER CALIFORNIA WINES

www.discovercaliforniawines.com



Hello, from California Wines

Thanks to California's abundant summer sun, the winegrape harvest began in late July, starting with aromatic whites and sparkling wine varieties. As other varieties ripen, California winemakers are getting previous vintages into bottle to make way for the upcoming harvest.

From Grape to Glass

- **Women in Wine.** California Wine Institute presented California STYLE!, a unique, luxurious wine tasting experience to a sold out crowd of 200 VIP guests during the Vinexpo Hong Kong show in May. Four leading women in the wine world--[Karen MacNeil](#), [Sarah Jane Evans](#), M.W., and [Debra Meiburg](#), M.W.--spoke about California's diversity of wine styles. [Sarah Kemp](#) of [Decanter Magazine](#) moderated, with special guest Caroline Beteta, CEO of [Visit California](#). You can [watch the panel discussion here](#).
- **Trade.** California wine shipments to the U.S. reached an estimated retail value of \$31.9 billion in 2015, a 11% increase since 2010. The state shipped an all-time high of 229 million cases to the U.S. in 2015, growing 14% since 2010. California wine sales to all markets, both domestic and international, reached 276 million cases in 2015, a record high.
- **Green.** In 2015, 25% of California's vineyard acreage 64% of the statewide case production were certified in statewide and regional sustainability programs including CCSW-Certified, Lodi Rules, Napa Green, and SIP Certified. These 1,511 certified vineyards encompass 184,199 acres, and the 131 certified wineries produce 172.9 million cases. [Learn more about the steps required](#) to become CCSW-Certified.
- **Rosé.** No longer playing a secondary role to reds and whites, rosé is trending. The facts: Google search volume for "rosé wine" shows a steady rise. Consumption, which has been growing for the past decade, is at a peak. California rosé sales are robust and varied, covering a range of styles—from deliciously dry to sweet, floral wines—as well as exciting emerging brands. The United States is currently the world's third largest producer of rosé, and California plays a prominent role as a high-quality producer.

From Farm to Table



Pork Tacos with Garlic Grilled Tortillas and Avocado Cream

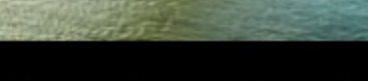
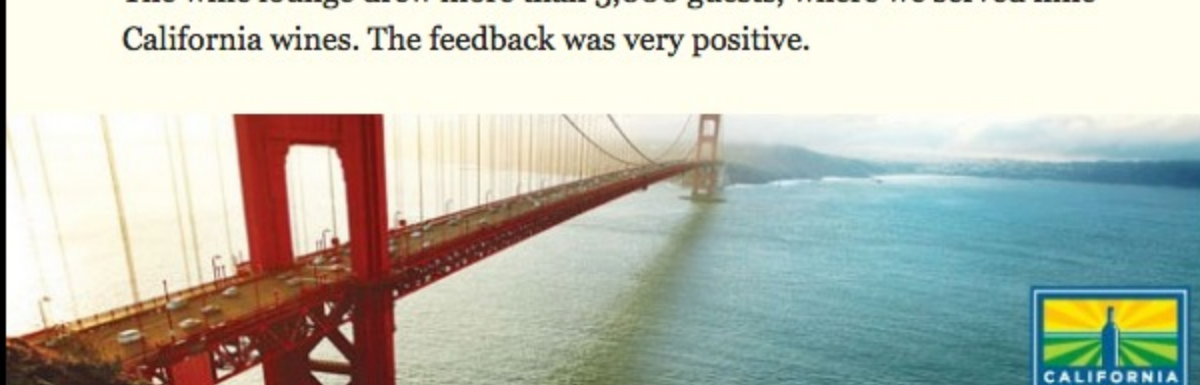
Serves 6

Lightly grilled tortillas are a delicious foundation for spicy, smoky, seasoned pork and creamy avocado, a quintessential California crop. Pair with California Viognier or Zinfandel. [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

- **Canada.** California starred at the 15th annual [Winnipeg Wine Festival](#) from April 27th–30th. More than 10,000 guests attended the three Grand Tastings and ancillary events during the week, raising more than C\$ 370,000 for Special Olympics Manitoba. California is the #1 selling imported wine in Manitoba. See [the excellent coverage in the Winnipeg Free Press](#) from Ben MacPhee Sigurdsson.
- **Japan.** The 2016 California Wine-by-the-Glass promotion recently concluded in Japan, featuring 227 restaurant entries. We estimate that this year's program sold 4,600 cases of ultrapremium California wine during the promotion.
- **China.** In May, the California Wine Institute's annual Vintners Tour took place with stops in Shanghai and Guangzhou. The tour featured a panel discussion by key traveling vintners with a select audience of wine trade followed by trade and consumer tastings.
- **Hong Kong.** Sixty-one vintners representing 113 wineries, 30 American Viticultural Areas and more than 200 brands participated in the Discover California Wines pavilion at the 2016 installment of the [Vinexpo Hong Kong](#) trade show in May. Vinexpo Hong Kong is Asia's largest wine-only trade show, and this year's show attracted more than 17,000 visitors from 33 different countries.
- **UK.** The UK office recruited eight leading independent retailers, and took them on a buying trip to wine country with a goal of supporting promotional campaigns for [California Wine Month](#) in September. The group toured Napa, Sonoma, Livermore, Lodi, Monterey, and the Santa Cruz Mountains and included regional tastings, winery visits, and presentations on vineyard practices and sustainability.
- **Europe.** The California Wines European Spring Tour had great success, with 47 wineries reporting that they found, or are very likely to have found an importer. At Prowein, wineries reported finding a total of 65 importers from European countries. In all, we expect 112 new importers to start bringing in California wines this year as a result of the tour.
- **Nordics.** California Wines opened a wine lounge at [Smaka på Stockholm](#) in early June. This consumer show attracted 350,000 visitors in five days. The wine lounge drew more than 3,000 guests, where we served nine California wines. The feedback was very positive.



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