

DISCOVER CALIFORNIA WINES

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Hello, from California Wines

One of the earliest harvests on record for California, [the 2015 winegrape harvest is widely considered to be of exceptional quality](#). Though this year's yield is lower than last, it is still a robust year, coming off three record harvests, and the supply of California wines to markets around the world will remain strong.

FROM GRAPE TO GLASS

- **California Wine Exports Up 10% in Value.** U.S. wine exports, 90 percent from California, are up 10% in value and 6% in volume year-to-date through September 2015, despite challenges from a strong dollar and the West Coast port slowdown that began more than a year ago. U.S. wine exports reached \$1.49 billion in winery revenues in 2014, the second highest dollar value for U.S. wine exports and a 64% increase from five years ago.
- **Winemakers Weathering the Drought.** The excellent quality and quantity of California's recent harvests are a testament to winemakers dedication to weathering the drought through conservation, recycling and other sustainable practices. California wineries and vineyards have been focused on water conservation and efficient use of this precious resource for decades. While the drought has been challenging for many crops, winegrape quality benefits from a certain level of water deprivation and deep-rooted vines are a relatively low water-use crop. Still, winemakers around the state are looking forward to the "El Niño" weather pattern expected to bring significant rain and drought relief to the state.
- **California Wine Regions Go Mobile.** Currently, more than 80% of people globally use smartphones, and spend more time on them than on desktop computers. California wine regions are tapping into this phenomenon, creating apps to allow users to learn more about their areas and find wineries. Regions leveraging their mobile presence include [Santa Barbara](#), [San Luis Obispo](#), [Santa Clara](#), [Livermore](#), [Lodi](#), [Sierra Foothills](#), [Temecula](#), and [Sonoma and Napa Counties](#).

FROM FARM TO TABLE



Brined Turkey Breast Glazed with Spiced Pinot Noir

Serves 4

Juicy and tender, this red wine–glazed turkey breast is infused with aromatic spices. Pair with California Pinot Noir or a California Red Blend.

[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

- **Japan.** 15 top Japanese trade buyers recently visited California's coastal regions, including Santa Barbara, Paso Robles, Monterey, Livermore Valley, Napa and Sonoma.
- **Canada.** A "Drink in the Sunshine" promotion ran in top British Columbia liquor stores during the month of September. The promotion included displays in 60 stores, 20 in-store tastings, editorial, an advertisement in TASTE Magazine, and a special food and wine event at the 39th & Cambie store. Also, the 2015 Rogers Cup International Tennis Tournament was a big success, attracting more than 240,000 spectators in Montreal and Toronto from August 9th – 16th. As the exclusive wine sponsor and supplier to both tournaments, only California wines were sold and promoted on-site during the tournaments.
- **Germany.** The California Wines Lounge at the Hamburg Cruise Days harbor-side consumer fair hosted 2,000 people, and served a selection of 13 popularly priced California wines.
- **China.** California Governor Jerry Brown gave a specially created large-format bottle of California wine to President Xi Jinping of China during their recent meeting in Seattle. We posted about this exchange on our social media platforms in China, and had nearly 10,500 views and shares on the first day.
- **Asia.** The California Wines Fall Asia Tour ran from October 5th to the 14th, with stops in Taipei, Singapore, Saigon, Seoul, and Tokyo.
- **Cuba.** The first-ever California Wines Symposium will take place in Havana, Cuba, on February 2nd. More than 60 California vintners have registered to attend. The California Wines Symposium program will include seminars, panel tastings, and a grand tasting for trade and media.

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