

DISCOVER CALIFORNIA WINES

www.discovercaliforniawines.com



Hello, from California Wines

While October wildfires in California's North Coast destroyed thousands of structures and made international headlines, the state's vineyards and wineries were not significantly affected. Napa, Sonoma, and Mendocino counties, the regions most impacted, grow 12 percent of California's winegrapes, and 90% of the harvest in Napa and Sonoma and 85% in Mendocino were already picked and in production at wineries before the fires. Wineries are now focused on making their 2017 wines and welcoming visitors during the beautiful late fall/winter season.

From Grape to Glass

- **Wildfire Relief.** Wineries and restaurants are stepping up to help the victims of the fires, with many individual wineries donating a portion of their sales. The many charitable efforts include [ChefsGiving](#), where Bay Area restaurants offer special dinners to raise at least \$1 million toward housing recovery in the area and [Visit California's "Grateful Table" fundraising event](#). Individual donations can be made to the [Napa Valley Disaster Relief Fund](#), the [Sonoma County Resilience Fund](#), and the [Community Foundation of Mendocino County](#).
- **2017 Harvest Report.** Vintners are looking back at the 2017 growing season for California winegrapes and are pleased with the quality of fruit from the vintage. The season began with rainfall that refilled reservoirs and replenished soils, ending a five-year drought. Harvest began early at a normal pace in many regions, and then progressed rapidly during a heat wave in late August and early September. Temperatures cooled mid-September, slowing the harvest pace and allowing red grapes to ripen gradually. Many regions are reporting reduced yields due to the heat spell, but vintners are reporting strong quality for the 2017 vintage – especially for early-season whites and later-ripening reds. [See the full harvest report here](#).
- **Tourism.** A recent survey of over 2,000 U.S. adults who recently visited California wine country offers insights to wineries and local wine associations in understanding and enhancing the experience of visitors to wineries and regions. Nearly 60 percent consider wine "important" or "very important" to their lifestyles and see themselves as "very knowledgeable" about the beverage. [See more results from the survey](#) on the Wine Institute site.
- **Green.** The California Sustainable Winegrowing Alliance's (CSWA) CERTIFIED SUSTAINABLE program, launched in 2010, has been updated to allow use of a new logo on labels for wine made in certified wineries with 85% or more of grapes from certified vineyards and 100% from California. The first wines to feature the logo will likely appear in the market beginning in 2018.



From Farm to Table



Pan-Seared Salmon "Puttanesca" with Tomatoes, Black Olives, Lemon, and Basil

Serves 4

A fresh version of a robust Italian puttanesca sauce, infused with lemon and basil, is a bright complement to buttery-rich salmon. Pair with California Chardonnay 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

- **UK and Ireland.** The California Wines London and Dublin teams hosted extremely successful annual tastings in September that were attended by more than 1,000 buyers, media, and wine professionals, showcasing a great diversity of wines from the Golden State. The College Gardens at Westminster Abbey were the setting for the California Wine Fair London where guests engaged in tastings, lunch and seminars within the Abbey taught by California wine authorities Kelli White and Karen MacNeil. The Dublin show was the largest California wine event ever held in Ireland, where California wine export sales have increased 76% percent since 2014.
- **Canada.** A "Celebrate Wines from the Golden State" promotion took place in 60 British Columbia liquor stores during the month of September featuring 12 California wines. Promotion components included more than 50 in-store tastings, a special event at the flagship 39th & Cambie store, a TASTE Magazine full-page ad, and end-aisle displays to showcase the participating wines.
- **Japan.** A group of 15 top trade buyers from Japan traveled throughout California's coastal wine regions in mid-September. The group visited Santa Barbara, Paso Robles, Santa Cruz, Livermore Valley, Napa and Sonoma.
- **China.** The California Wines China team is participating in ProWine China from November 14th – 16th in Shanghai. California Wines will also be the featured region during the [Decanter Fine Wine Encounter](#) in Shanghai on November 18th at the Ritz Carlton Pudong.

