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DISCOVER CALIFORNIA WINES

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Hello, from California Wines

Welcome winter rains have washed over California's vineyards, and the fields are once again lush and green. Bright yellow mustard blossoms pepper the landscape, promising a new year of California wines. Meanwhile, our team has been gearing up for a busy season of events and tastings around the world.

FROM GRAPE TO GLASS

- **California Wine Export Seminar.** The annual California Wine Export Seminar drew 150 attendees on January 13, 2016 at the Lincoln Theater in Yountville, California. The program included updates on Wine Institute's key initiatives in international marketing as well as trade barriers. Wine Institute's international representatives provided updates on markets such as Canada, the UK, Ireland, Continental Europe, Germany, Japan, China and Emerging Markets, and the program also featured a panel of exporting vintner experts.



[See our video highlighting key activities supporting the California Wines category throughout the world in 2015.](#)

- **Green Practices Growing.** The [2015 California Wine Community Sustainability Report](#) was recently released by the [California Sustainable Winegrowing Alliance \(CSWA\)](#) showing broad participation in its Sustainable Winegrowing Program (SWP) and wide adoption and implementation of sustainable practices in vineyards and wineries around the state. Nearly 70% of California's winegrape acreage and nearly 80% of case production is participating in the SWP program. The report also shows growing participation in Certified California Sustainable Winegrowing, a program providing third-party verification of sustainability practices.
- **California Wines on the Road.** California produces world-class wines, but the state's wine regions are also excellent places to visit. Each region has its own unique offerings of quality lodging, engaging activities, tantalizing restaurants, and, of course, delicious wine. Check out our road trips of [Lodi](#), [Lake County](#), [Napa Valley](#), [Sonoma County](#), and [Mendocino County](#), and drop by the [Discover California Wines News page](#) for road trip ideas in other regions each month.

FROM FARM TO TABLE



Brined Spice-Rubbed T-Bone Steak with Pan-Fried Fennel Mashed Potatoes

Serves 4

Earthy spices and the mellow licorice flavor of fennel add an extra savory dimension to everyone's favorite meat and potatoes. Pair with California Cabernet Sauvignon or Petite Sirah.

[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

- **International Trade & Media Guests in California.** Wine Institute has hosted more than 150 top international trade and media visitors from 15 countries in California's wine country during 2015. The first half of 2016 is also full of California Wines events on the global stage.
- **Colombia.** California Wines Trade Tasting will take place in Bogota on February 16.
- **Mexico.** California Wines Trade Tasting will take place in Mexico City on February 18.
- **Europe.** California Wines European Spring Tour will run from March 7-19, with events in Hamburg on March 7; Oslo on March 8; Copenhagen on March 9; London on March 10; Brussels on March 11; ProWein Dusseldorf on March 13-15; and Finland on March 17.
- **China.** California Wines Master Classes & Consumer Tastings will run through the spring, with the following events: Week of March 1, 2016 in Guangzhou, Shenzhen, and Haikou; week of April 18 in Xi'an, Taiyuan, and Chongqing; and week of May 9 in Kunming, Guyang, and Nan-ning. The Greater China vintner tour will run the week of May 16.
- **Japan.** The Wine by-the-Glass Program Kickoff & Seminars will occur in Osaka on March 7 and Tokyo on March 9.
- **Canada.** The California Wine Fairs will run through the month of April, with events in Quebec City April 1; Montreal, Quebec April 5; Ottawa, Ontario April 8; Toronto, Ontario April 11; Hali-fax, Nova Scotia April 14; Vancouver, B.C. April 25; and Calgary, Alberta April 26.
- **Hong Kong.** The California Wines Pavilion at Vinexpo Hong Kong will run from May 24-26.

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