



napa valley vintners

Press Release

Date October 19, 2010

San Francisco Mayor Newsom Proclaims Today Napa Valley Vintners' Day

Whereas, the Napa Valley Vintners will, as they have for decades, bring the report on and celebration of the annual wine grape harvest to the economic hub of the California wine industry, San Francisco; the celebration of the harvest season invites both residents and visitors of San Francisco to celebrate America's legendary wines; and

Whereas, the Napa Valley and the City of San Francisco have a long and rich history of bringing California's finest wines to the rest of the state, the country, and the world for more than 150 years; collaboratively, they are America's representative to the Great Wine Capitals Global Network; and

Whereas, while the Napa Valley is the most renowned name in the American wine industry, it produces just 4% of California's wine grapes, yet the economic impact is a mighty 34% of the total economic impact of California's wine industry on the United States economy; and

Whereas, wine is California's most economically valuable finished agricultural product and each year the Napa Valley Vintners showcases the region's wines and provides educational seminars and wine news to cities throughout the United States and around the world to heighten the awareness and appreciation of Napa Valley wine as a signature California product; and

Whereas, the Napa Valley Vintners organization is committed to the preservation of the Napa Valley land, wine and community, both now and for future generations, and this non-profit trade association is dedicated to promoting, protecting and enhancing the Napa Valley as the premier wine region in the world; and since the group was founded in 1944 with seven member wineries, today the association is 400 member wineries strong; and

Whereas, since its inception in 1981, the Napa Valley Vintners' annual community fundraiser Auction Napa Valley has given \$97 million to its community for healthcare, youth service and affordable housing non-profit programs and the wine from these vintners is the backbone for charity wine auctions nationwide helping to raise needed funds across the country; and

NOW THEREFORE BE IT RESOLVED, that I, Gavin Newsom mayor of the city and county of San Francisco, do hereby proclaim October 19, 2010 as...NAPA VALLEY VINTNERS' DAY IN SAN FRANCISCO!