



NAPA VALLEY FAST FACTS

THE NAPA VALLEY AMERICAN VITICULTURAL AREA (AVA)

The most renowned winegrowing region in the U.S. is also one of the smallest and most diverse in the world:

- Limited production: only 4% of California's wine grape harvest comes from Napa Valley
 - Napa Valley represents 0.4% of the world's wine production
- Small area: 46,019 acres (18,623 hectares) under cultivation
 - The valley floor is 30 miles long and just 5 miles across at its widest point
- Diverse soils: half the world's 12 soil orders and 33 soil series are found here
- Ideal climate: Napa Valley's dry Mediterranean climate is found in only 2% of the world
 - Typical daytime highs in summer are 80°F (27°C) in the southern part of the valley and 95°F (35°C) in the northern part of the valley
 - Fog moderates summer overnight temperatures to an average of 53°F (12°C) throughout the valley
- Varied topography: vineyards range in elevation from sea level to 2,600 feet (800 meters)
- There are 16 approved AVAs within the Napa Valley AVA
- Grape varieties (from 2021 Napa County Crop Report):
 - More than 40 different wine grape varieties grow in Napa County
 - 20% of vineyard acreage is planted to white wine grapes and 80% to red wine grapes
 - Top varieties:
 - Cabernet Sauvignon** 24,094 acres/9,750 hectares (52%)
 - Chardonnay** 5,880 acres/2,380 hectares (13%)
 - Merlot** 4,019 acres/1,626 hectares (9%)
 - Pinot Noir** 2,738 acres/1,108 hectares (6%)
 - Sauvignon Blanc** 2,763 acres/1,118 hectares (6%)
 - Zinfandel** 1,241 acres/502 hectares (3%)

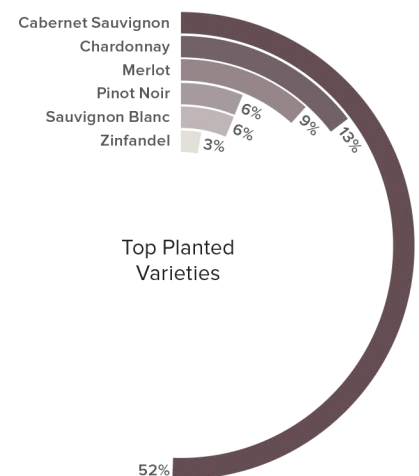


2%

Napa Valley has a Mediterranean climate which is found in just 2% of the world

16 AVAs

There are 16 approved AVAs within the Napa Valley AVA





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ENVIRONMENTAL LEADERSHIP

- In 1968, the Napa Valley Agricultural Preserve was the first of its kind in the U.S. to set aside land specifically for agriculture
- Today, nearly 90% of Napa County is under permanent or high levels of protection from development
- Napa Valley wineries represent 40% of all sustainable winery certifications statewide

ECONOMIC IMPACT

- The local wine industry and related businesses:
 - Provide an annual economic impact of more than \$9.4 billion locally and nearly \$34 billion in the U.S.
 - Create 44,000 jobs in Napa County and nearly 190,000 nationwide

NAPA VALLEY WINERIES AND GROWERS

- There are approximately 700 grape growers in Napa County
- Approximately 475 physical wineries in Napa County produce more than 1,000 wine brands
- 95% of Napa Valley's wineries are family owned
- Nearly 80% produce fewer than 10,000 cases annually

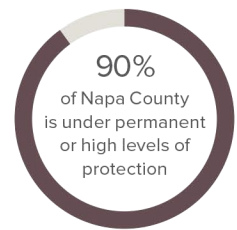
COMMUNITY INVESTMENT

- Since 1982, NVV has invested more than \$230 million in our local community
- Our giving supports more than 60 organizations in Napa Valley each year
- NVV support touches the lives of 100,000+ Napa County residents each year

COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

NVV is dedicated to improving diversity and championing inclusivity in its community and in the wine industry and actively pursues this through:

- A wine industry scholarship for people of color with UNCF (United Negro College Fund)
- Long term support of local youth mentorship programs in Napa County
- The amplification of our diverse vintner voices in our marketing efforts
- Resources and workshops for owners, managers and employees to learn and engage



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