NAPA VALLEY

CULTIVATING EXCELLENCE


NAPA VALLEY
CULTIVATING EXCELLENCE




Napa Valley
Wines of the highest quality, cultivated with excellence
in one of the world’s most extraordinary places.



Wine

QUALITY, INNOVATION & DIVERSITY



People

FAMILIES, DIVERSITY & HISTORY



Place

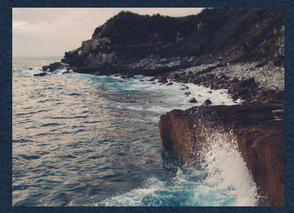
BEAUTY & COMMITMENT



The Region

THE REGION

The first American Viticultural Area (AVA) to be recognized in California (1981).



Distance to Pacific Ocean

36 mi / 58km



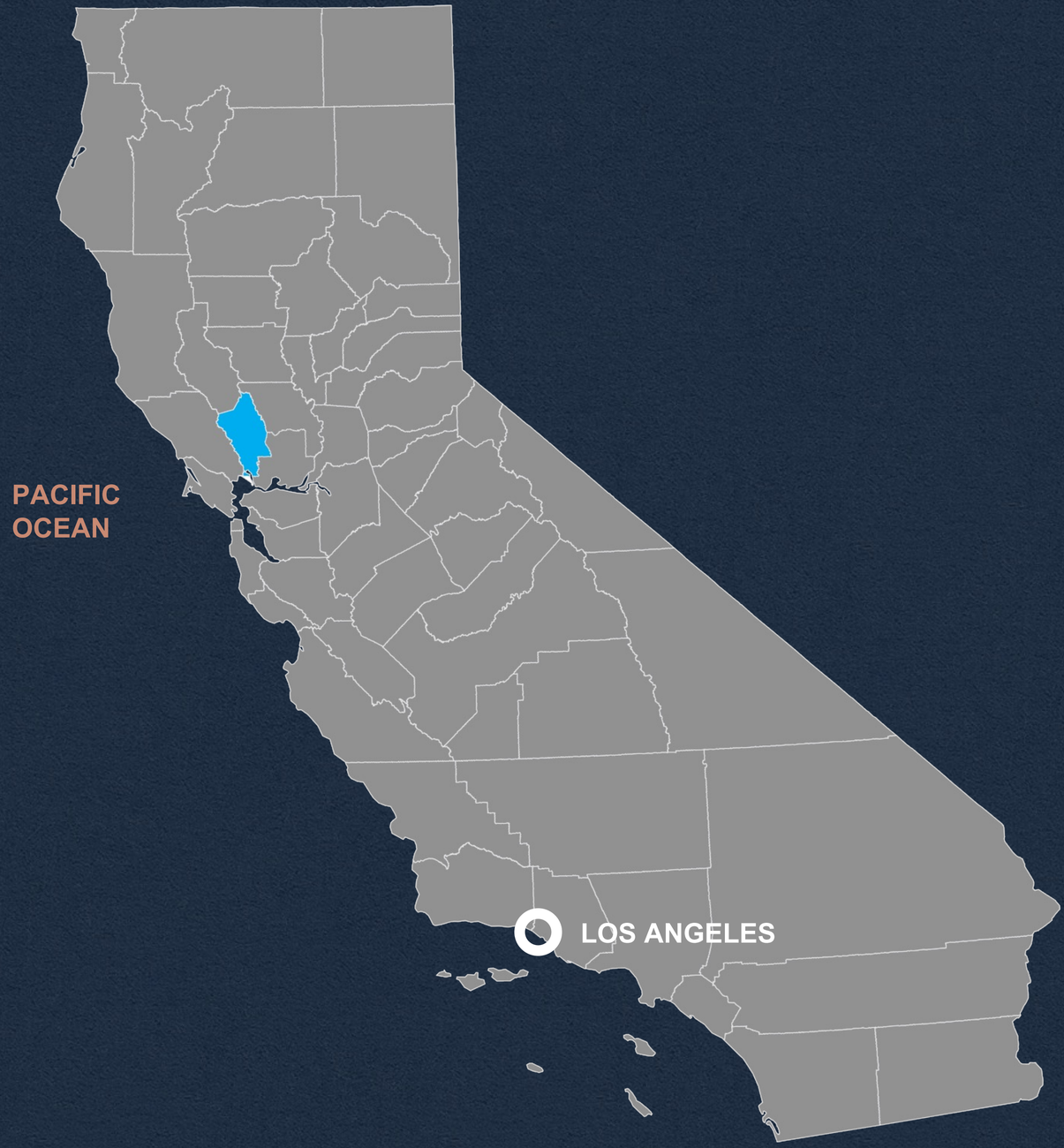
Distance to San Francisco

48 mi / 77km



Distance to Los Angeles

360 mi / 579km



THE REGION

The Napa Valley & Nested AVAs.



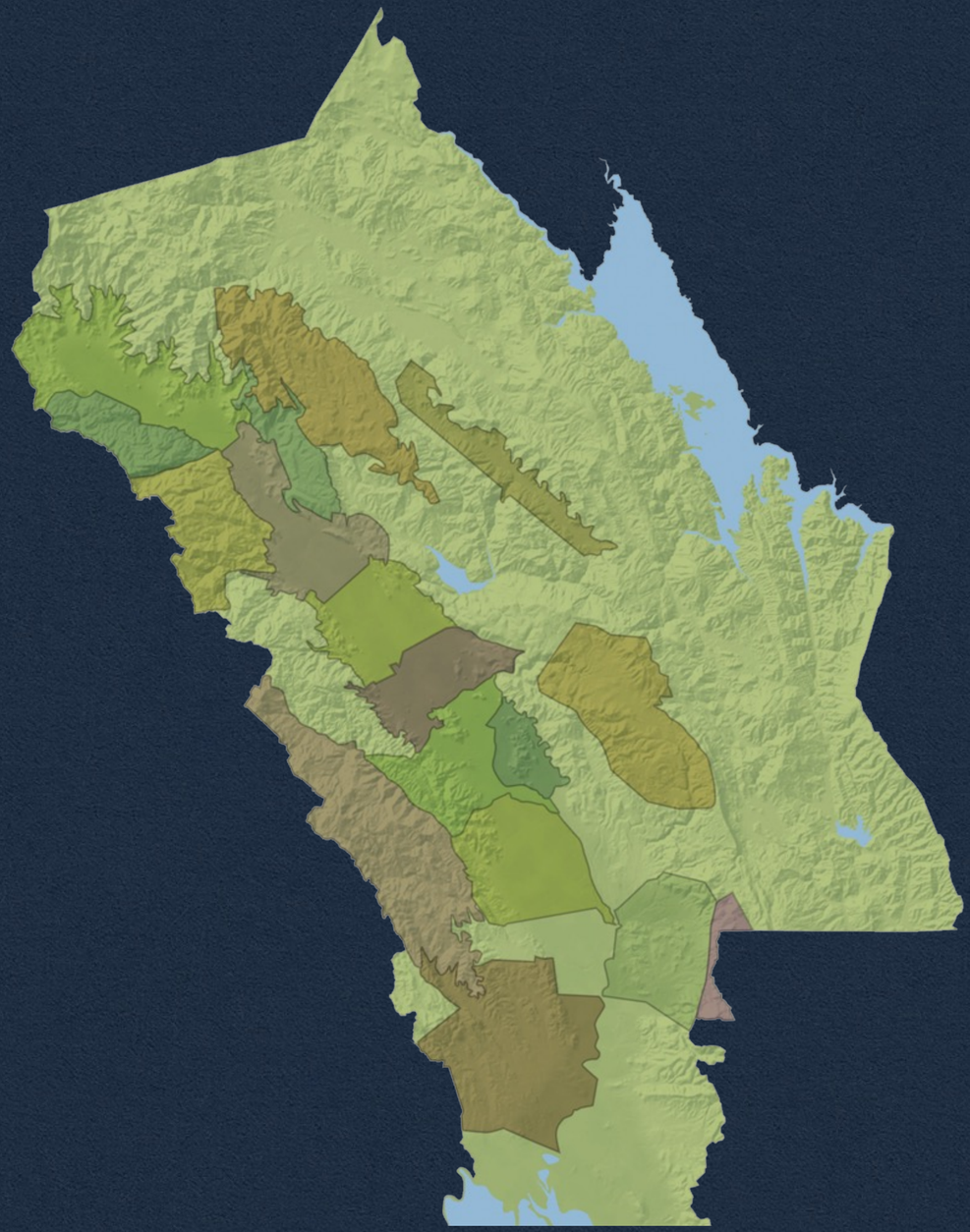
THE REGION

Area

748 square miles
(1,937 square km)

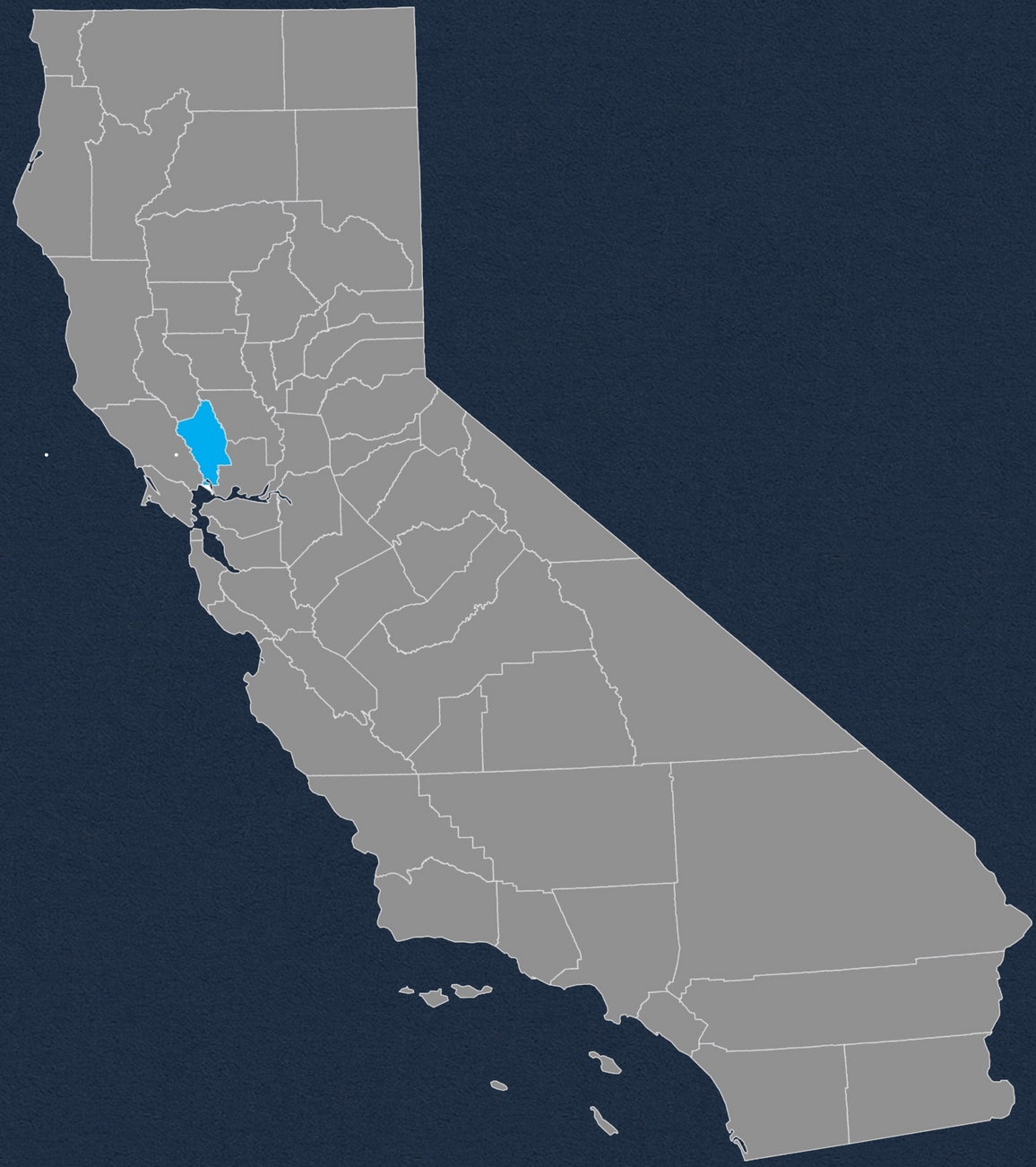
Wine Grapes

47,216 acres
(19,107 hectares)



THE REGION

California wines represent
81% of U.S. wine production.



Napa County:

- 4% of Ca. Wine Production
- 29% of Ca. Grape Revenue
- 147,000 Total Tons Harvested
- 47k Acres of Vines

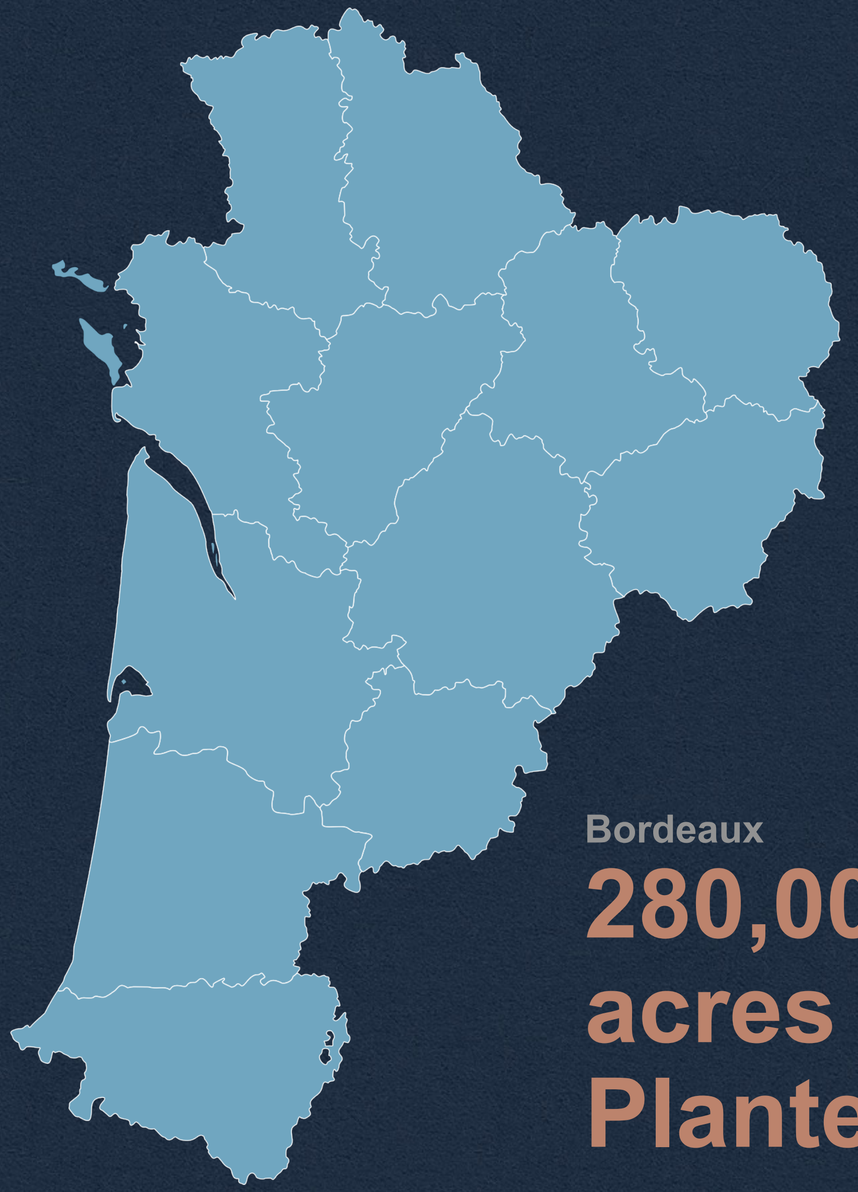
THE REGION

The Bordeaux region has six times the amount of planted acres as Napa Valley.



Napa County

47,000 acres planted



Bordeaux

280,000 acres Planted



Top Varieties

TOP VARIETIES

RED: 80%

37,815 acres
(15,303 hectares)

White: 20%

9,401 acres
(3,804 hectares)




TOP VARIETIES
Sauvignon Blanc: 5%
Pinot Noir: 5%
Zinfandel: 3%
Syrah: 1%
Merlot: 8%
Cabernet Sauvignon: 54%
Chardonnay: 13%
Cabernet Franc: 3%
Petite Sirah: 3%
Malbec: 1%
Petite Verdot: 3%

TOP VARIETIES

Red Grapes

Charbono
Gamay/Valdiguie
Grenache
Pinot Muenier
Primitivo
Sangiovese
Tempranilo
And many other red grapes

White Grapes

Albarino
Chenin Blanc
Muscat Blanc/Canelli
Pinto Blanc
Pinot Gris/Grigio
Roussanne
Semillon
Viognier
Riesling
And many other white grapes

TOP VARIETIES

Cabernet Sauvignon

Cabernet Sauvignon is the flagship grape of Napa Valley.



TOP VARIETIES

Chardonnay

Chardonnay is concentrated in the southern, cooler half of Napa Valley, or at high elevations.



TOP VARIETIES

Merlot

Merlot is planted throughout Napa Valley with the biggest slices located in the south.



TOP VARIETIES

Pinot Noir

Napa Valley Pinot Noir tends to be fruit forward, with considerable cherry fruit and a lush, round texture.



TOP VARIETIES

Sauvignon Blanc

Sauvignon Blanc is a well-suited white grape to Napa Valley.



TOP VARIETIES

Zinfandel

Zinfandel is a hugely important grape to both Napa Valley and California.




WELCOME to this world famous
wine growing region
NAPA VALLEY
napa valley vintners
... and
the wine
is bottled
poetry ...
Robert Louis Stevenson

The Place

THE PLACE

Soils

Napa Valley is one of the most geologically complex wine growing regions in the world.







THE PLACE

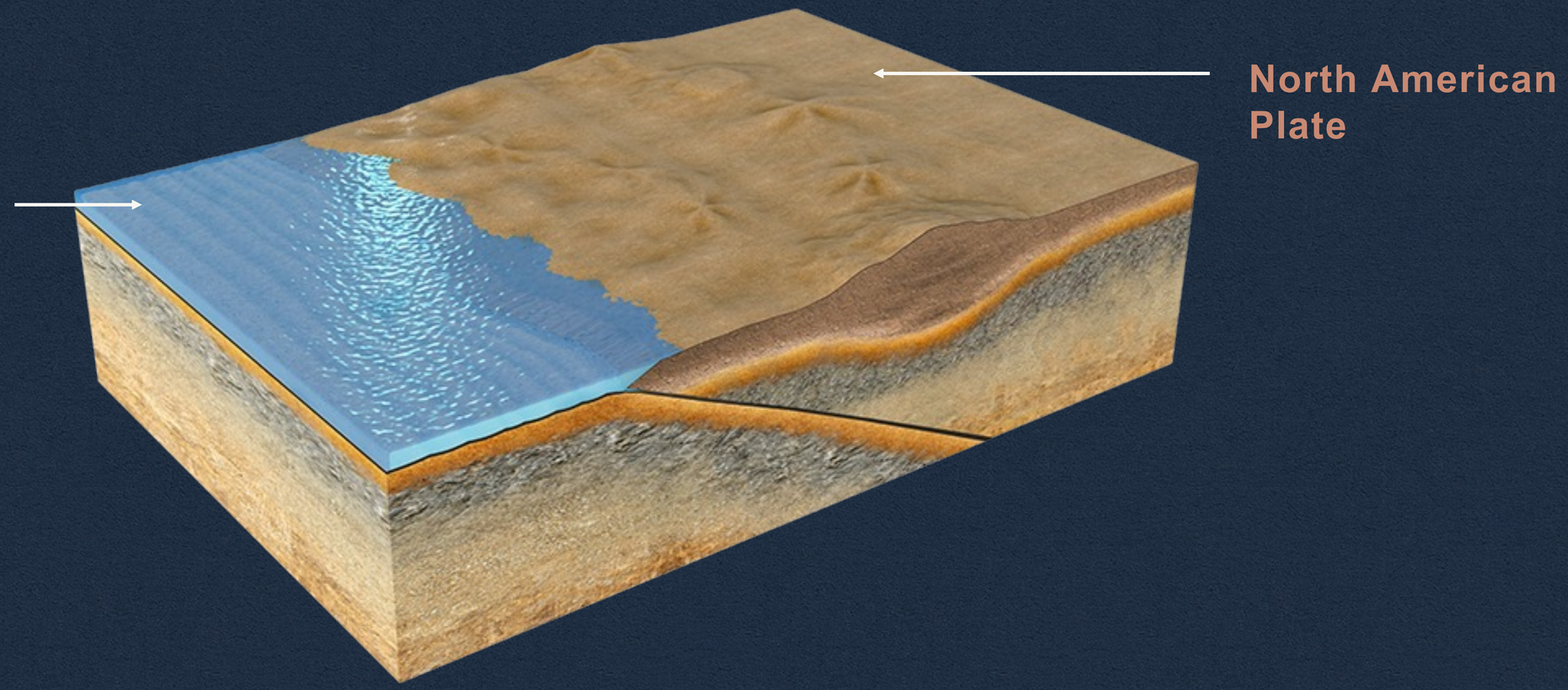
Geologic History

Napa Valley possesses some of the most complex geology of any wine region on the planet.

THE PLACE

Plates Colliding

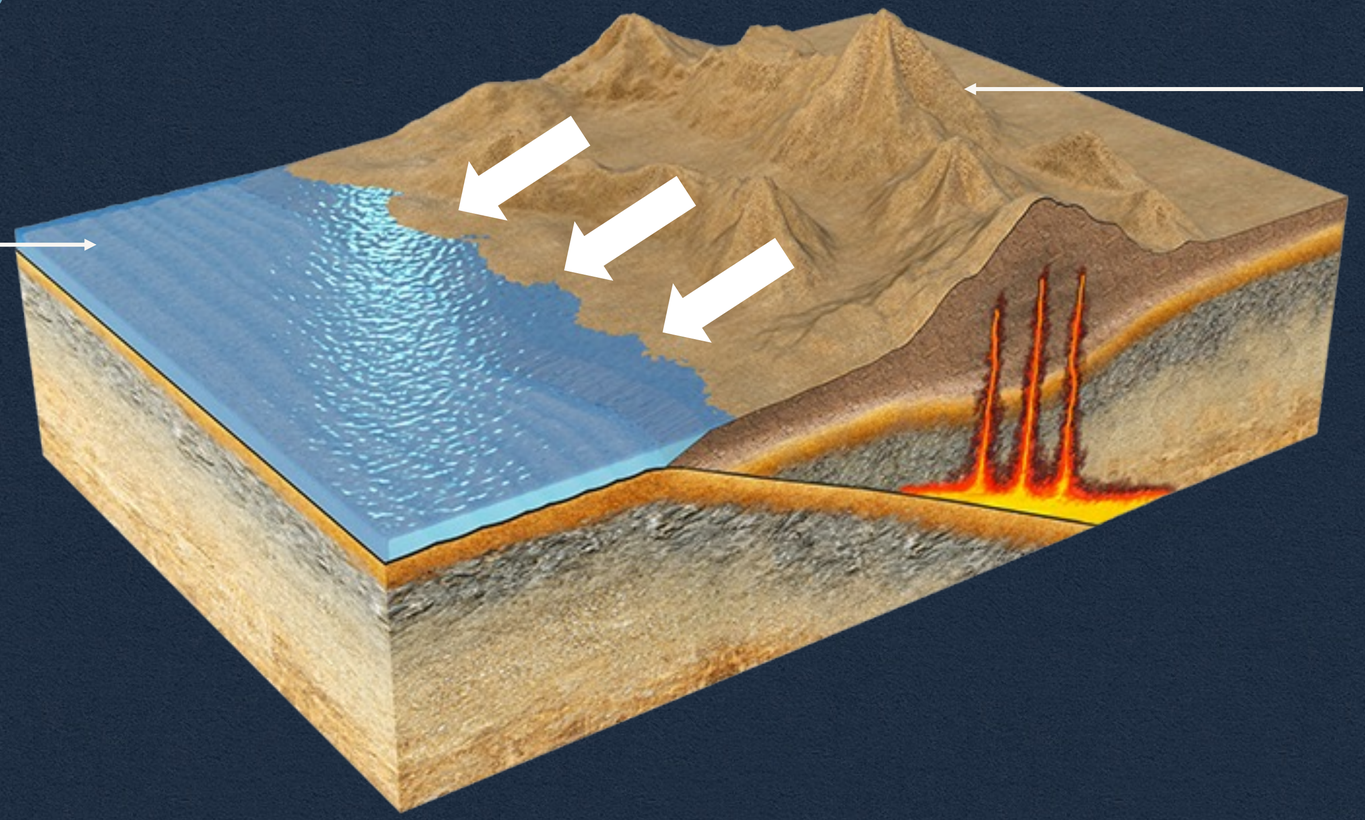
150-25 Million Years Ago



THE PLACE

Sierra Nevada / Great Valley Sequence

150-25 Million Years Ago



Mountains erode, creating sedimentary rock

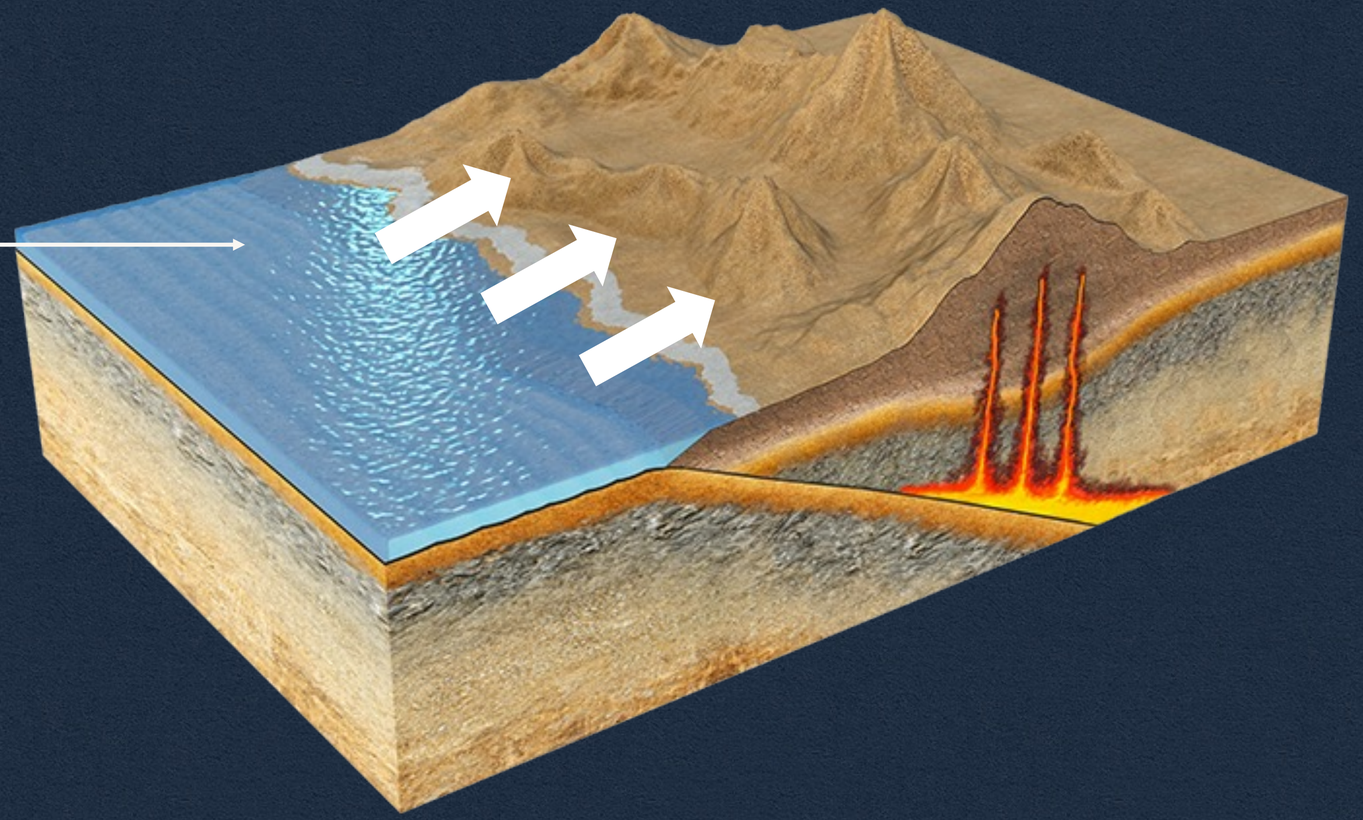
Magma rises, forming a string of volcanoes along the coast

THE PLACE

Franciscan Formation

150-25 Million Years Ago

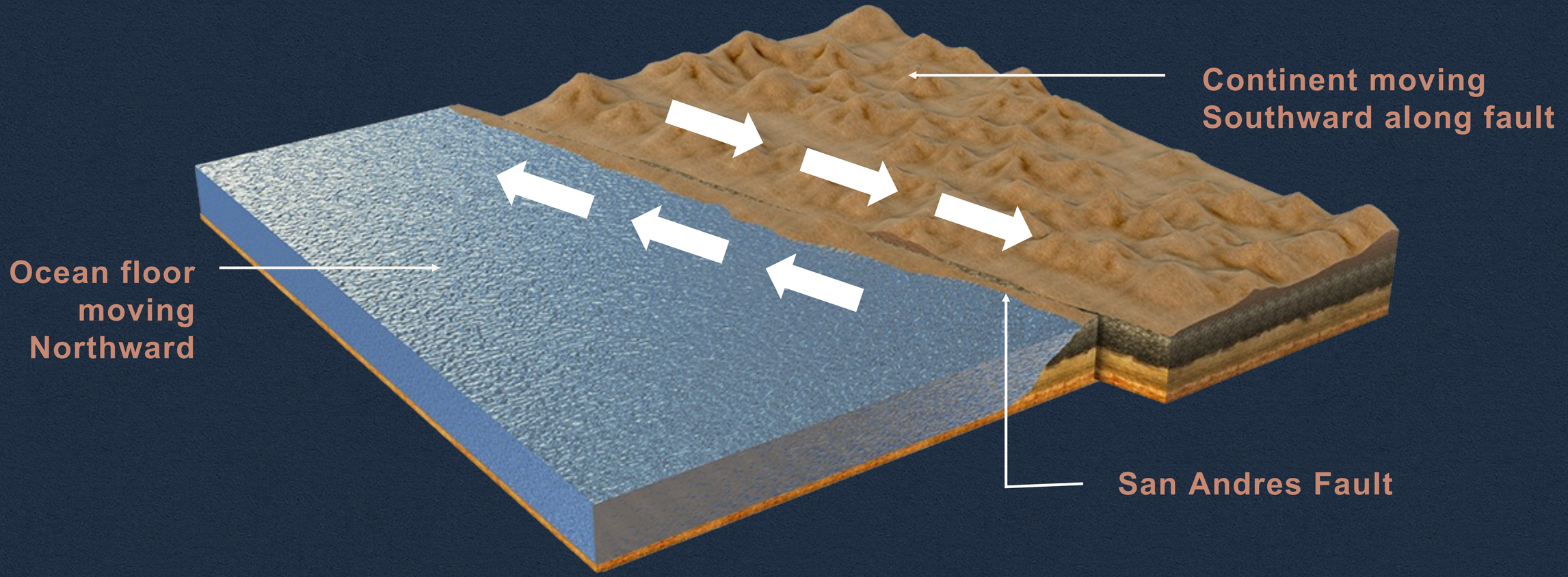
Bits of ocean floor deposited on top of the continent



THE PLACE

San Andreas Fault

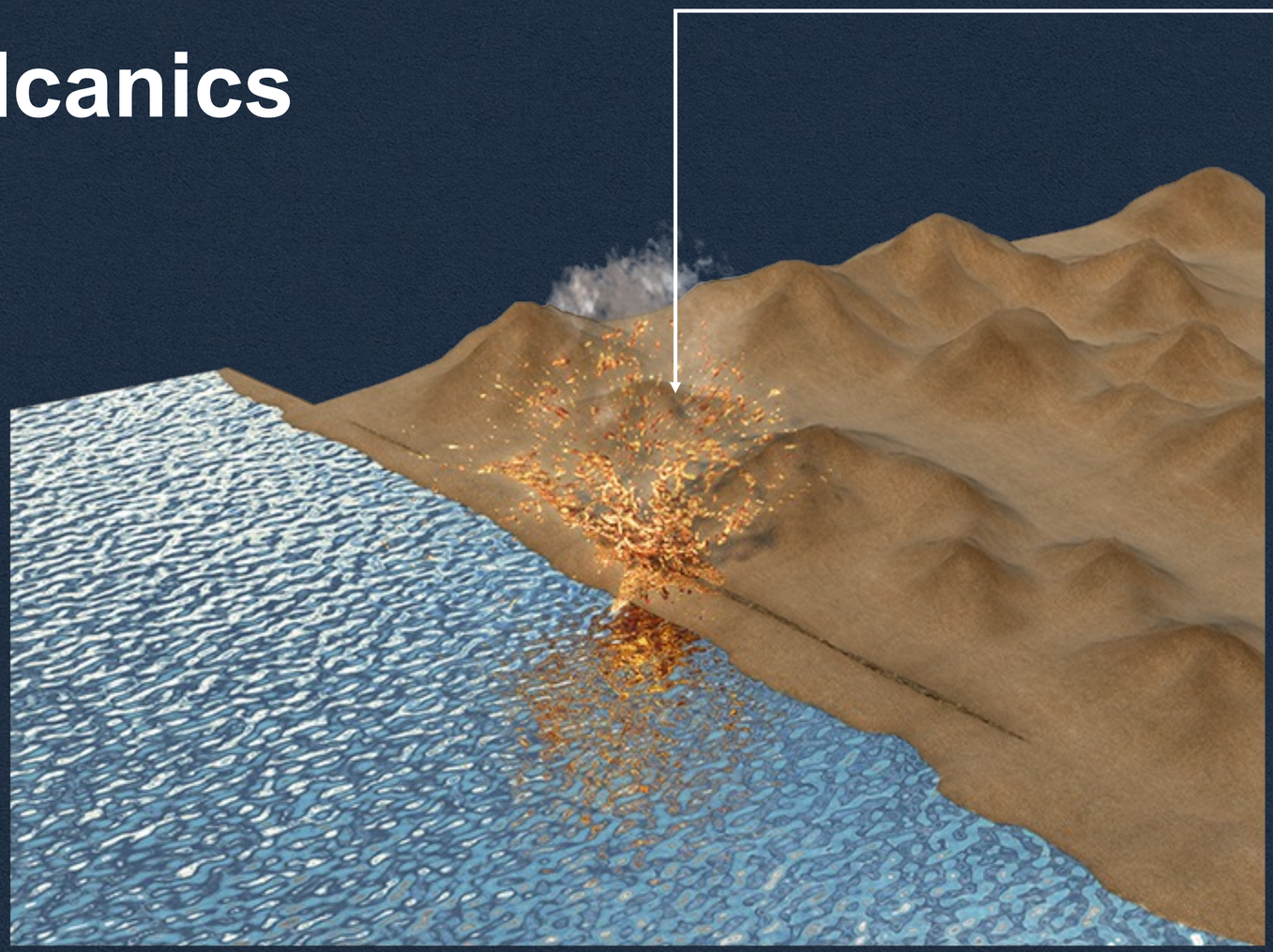
25 Million Years Ago



THE PLACE

Napa Volcanics

5 Million Years Ago



Lava deposits on top of Franciscan Formation and Great Valley Sequence

THE PLACE

Vaca & Mayacamas

Mountain ranges with 3
Classes of Bedrock:

- **Great Valley Sequence**
- **Franciscan**
- **Volcanic**





THE PLACE

Diversity of Growing Areas, Varieties and Styles

Napa Valley can be thought of as having three types of terrain.

THE PLACE

Mountain Soil

Thin, rocky soils that cling to hillsides as vines struggle to survive

SOIL-FORMING PROCESS:
Created in place

PROVENANCE:
The primary breakdown of underlying bedrock

WINE STYLE:
Small, intensely flavored wines with structured tannins and complex aromatics



THE PLACE

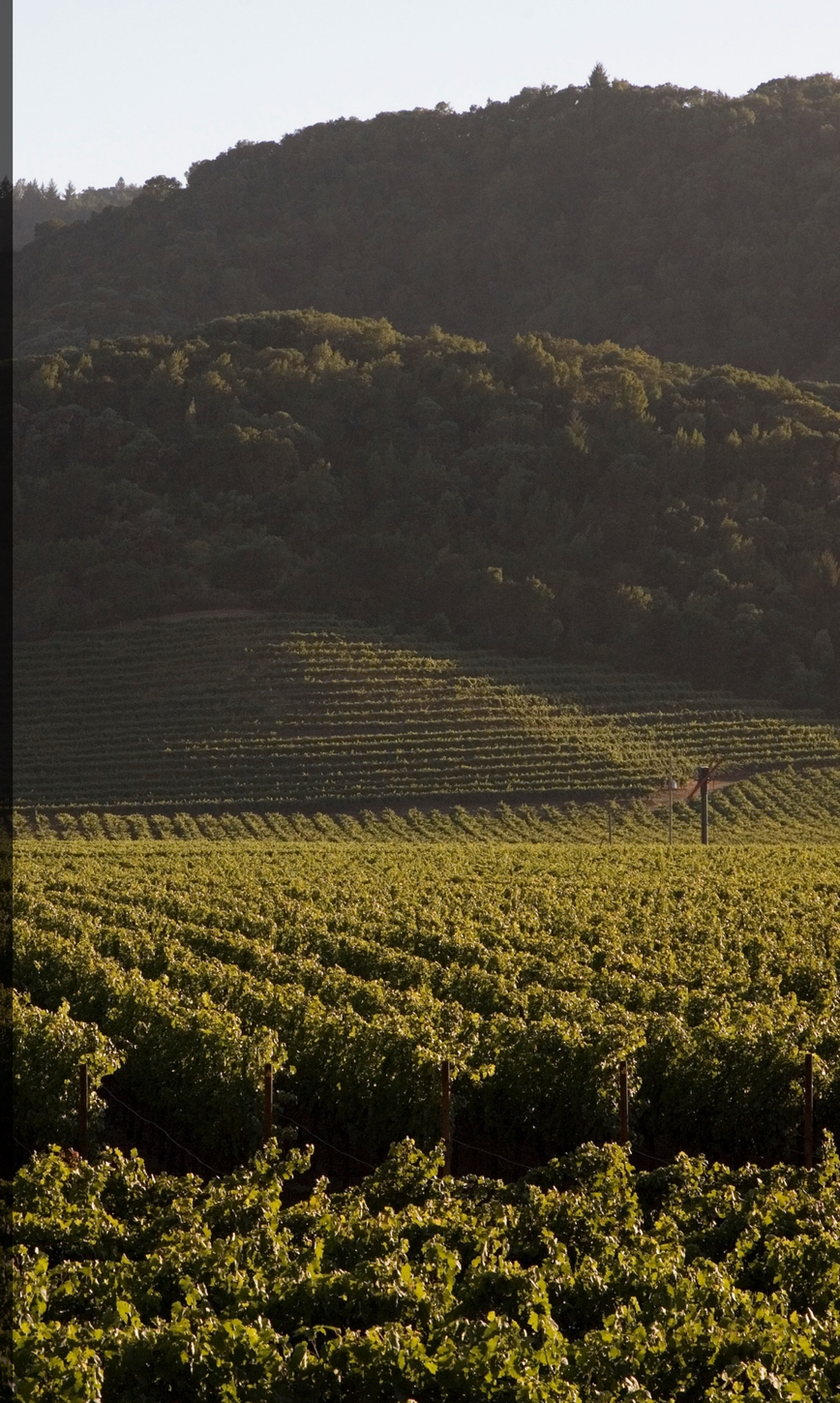
Alluvial Fans

Deep, rocky and well-drained soils with moderate fertility

SOIL-FORMING PROCESS:
Settles at the base of a mountain after being washed downhill along a stream

PROVENANCE:
The product of bedrock material found on the hillside above

WINE STYLE:
More fruit forward with less aggressive tannin structure than wines grown on mountain soils, although more so than with wines from Fluvial soils



THE PLACE

Fluvial Soil

Silts and clays deposited along banks of the Napa River

SOIL-FORMING PROCESS:
Silts and clays deposited along riverbank as floodwaters rise and recede over the years

PROVENANCE:All bedrock material along the hillsides upriver

WINE STYLE:
Lush and generous fruit-forward wines





THE PLACE

Diversity of Slopes, Elevations and Aspects

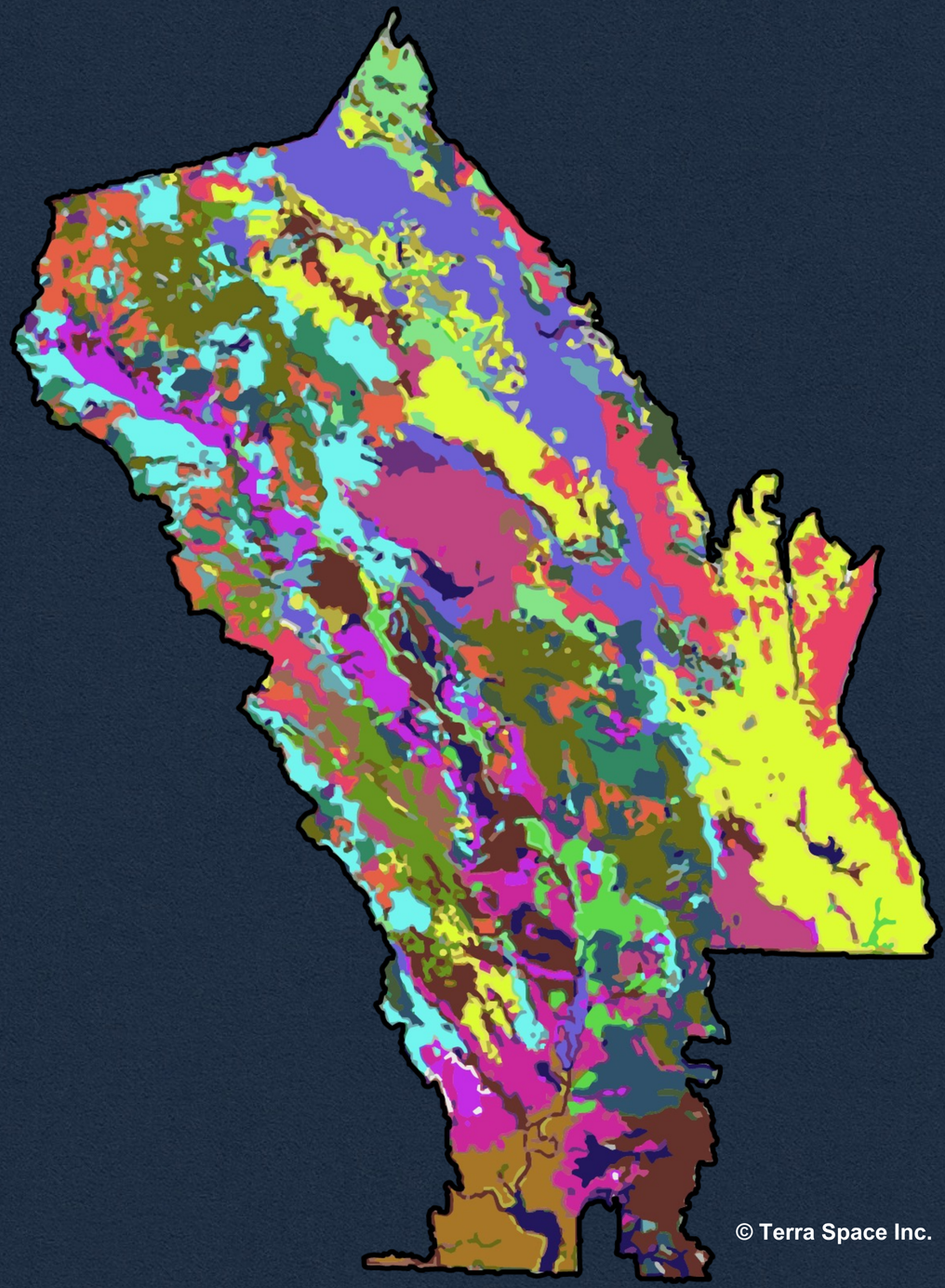
Napa Valley’s two mountain ranges make for all manner of aspects to the sun.

THE PLACE

Soil Diversity

This tiny wine-growing region possesses one of the most diverse sets of soil on Earth.

› 50% of the world’s soil orders
› 33 soil series



© Terra Space Inc.



THE PLACE

Climate

Understanding the region’s climate is key to understanding Napa Valley.

THE PLACE

Mediterranean climate:

Long hot rainless summers and short wet winters.



THE PLACE

Fog in Napa Valley

Hot air rises, drawing in moist, cool air from the Pacific Ocean, forming fog.



THE PLACE

Climate Diversity

One of the more unusual features of Napa Valley is that its climate runs opposite to what is expected.



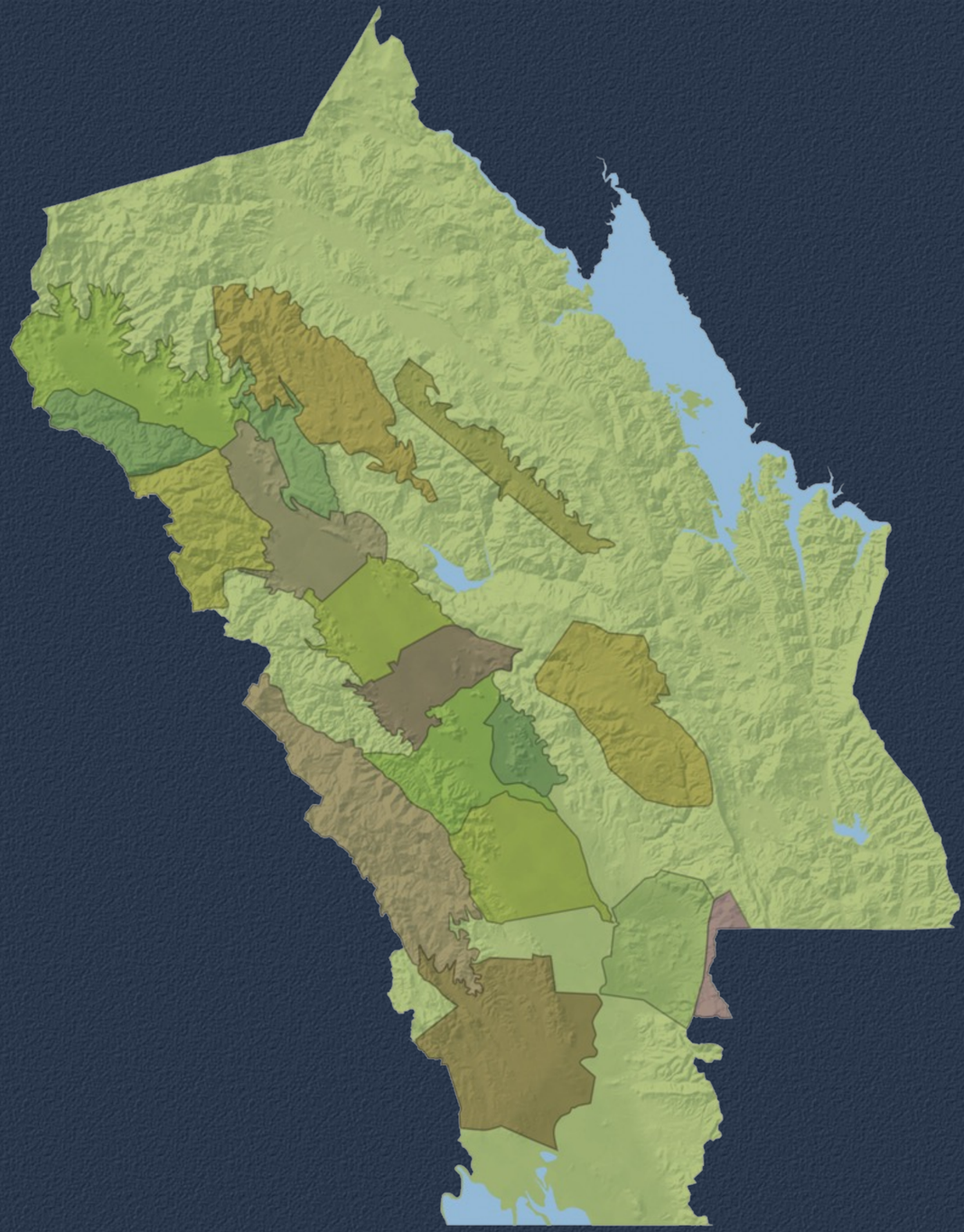


Appellations

APPELLATIONS

The Napa Valley AVA and Nested AVAs

Appellations are usually granted one at a time, based on the organization and efforts of the individual areas.



APPELLATIONS

Los Carneros



APPELLATIONS

Wild Horse Valley



APPELLATIONS

Coombsville



APPELLATIONS

Oak Knoll District



APPELLATIONS

Yountville



APPELLATIONS

Stags Leap District



APPELLATIONS

Oakville



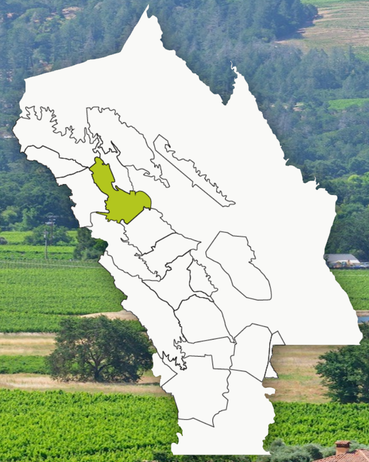
APPELLATIONS

Rutherford



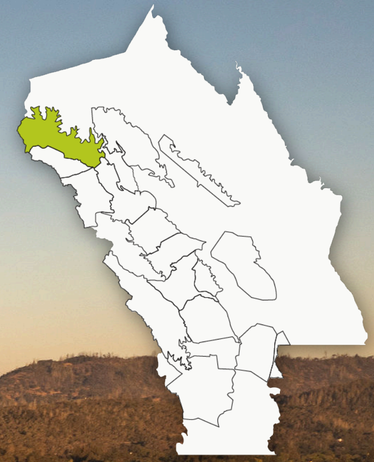
APPELLATIONS

Saint Helena



APPELLATIONS

Calistoga



APPELLATIONS

Mount Veeder



APPELLATIONS

Spring Mountain District



APPELLATIONS

Diamond Mountain District



APPELLATIONS

Atlas Peak



APPELLATIONS

Crystal Springs of Napa Valley



APPELLATIONS

Howell Mountain



APPELLATIONS

Chiles Valley



APPELLATIONS

Pritchard Hill

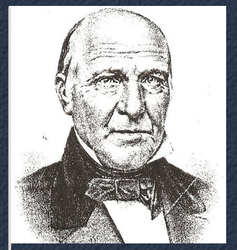
(unofficial AVA)





History

George Yount



1838

1849



Gold!

Krug



1861

1868



To Kalon

Industry growth



1880

1919-1933



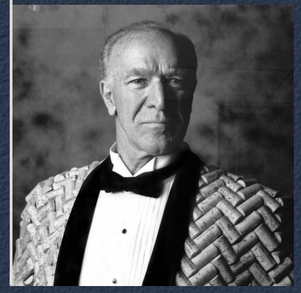
Prohibition

Napa Valley Vintners



1944

1966



The Modern Era

Judgement of Paris



1976

1980



Re-planting the Valley

The Future



2000+

HISTORY

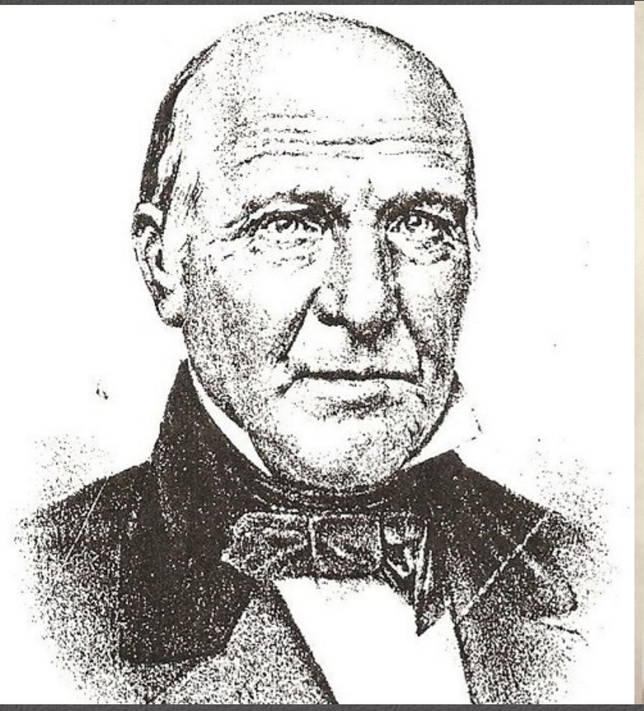
Gold Rush Through the 1850s

The promise of riches brought people from all over the world.



HISTORY

1860 - 1880s: Napa Valley's First Golden Age



Yount



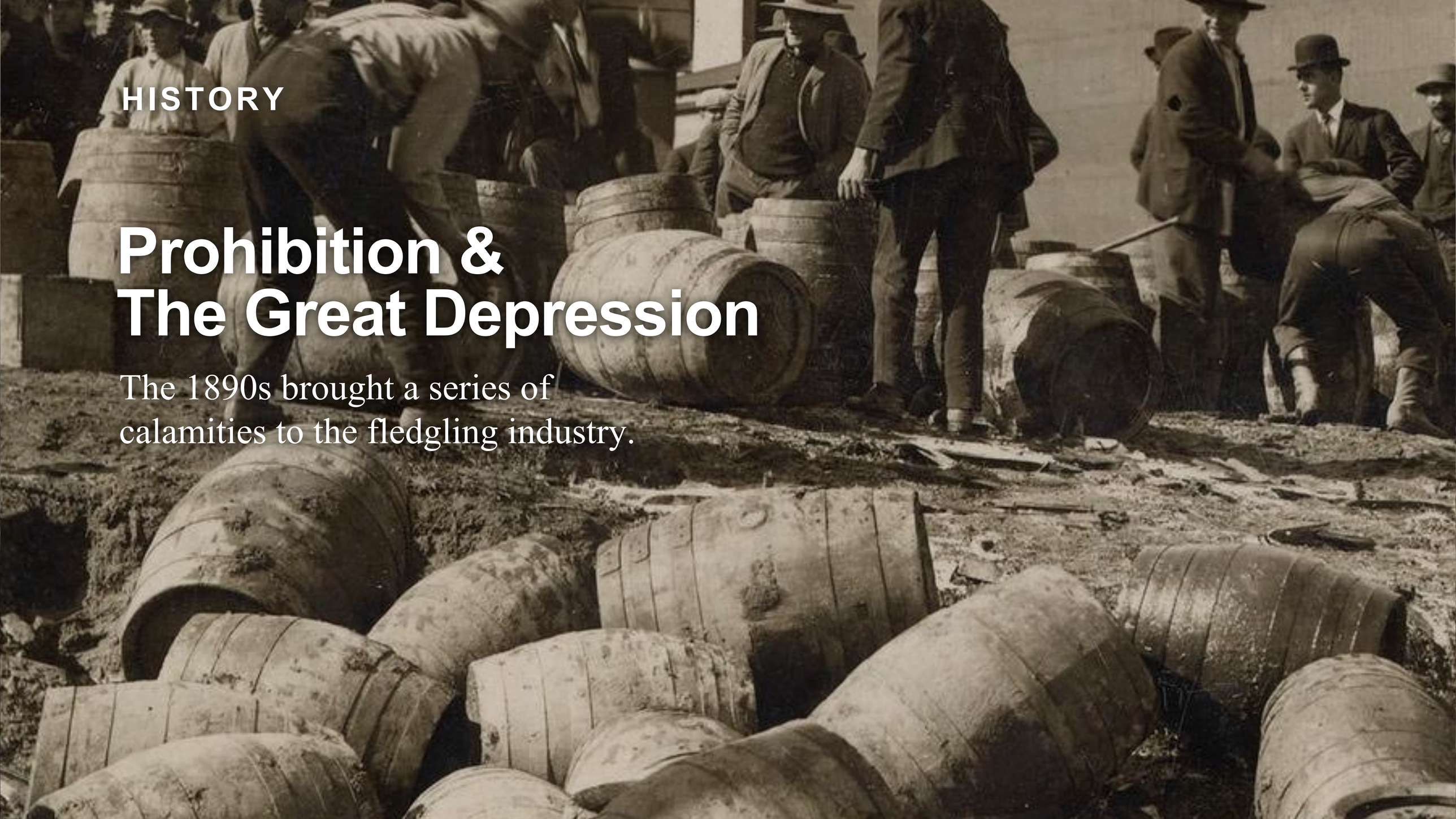
Krug



Crabb



Schram



HISTORY

Prohibition & The Great Depression

The 1890s brought a series of calamities to the fledgling industry.

HISTORY

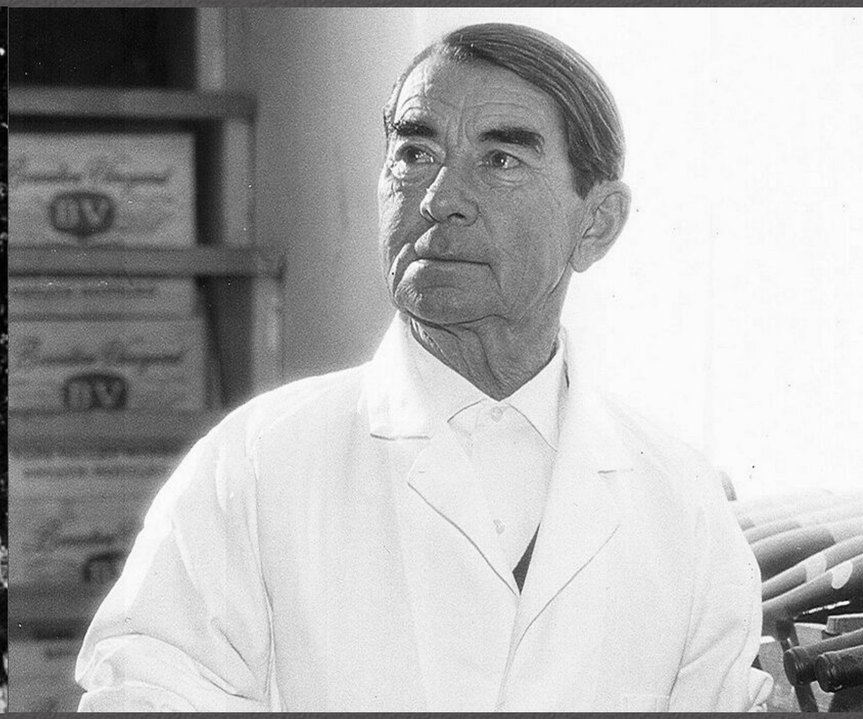
De Latour, Martini & Tchelistcheff



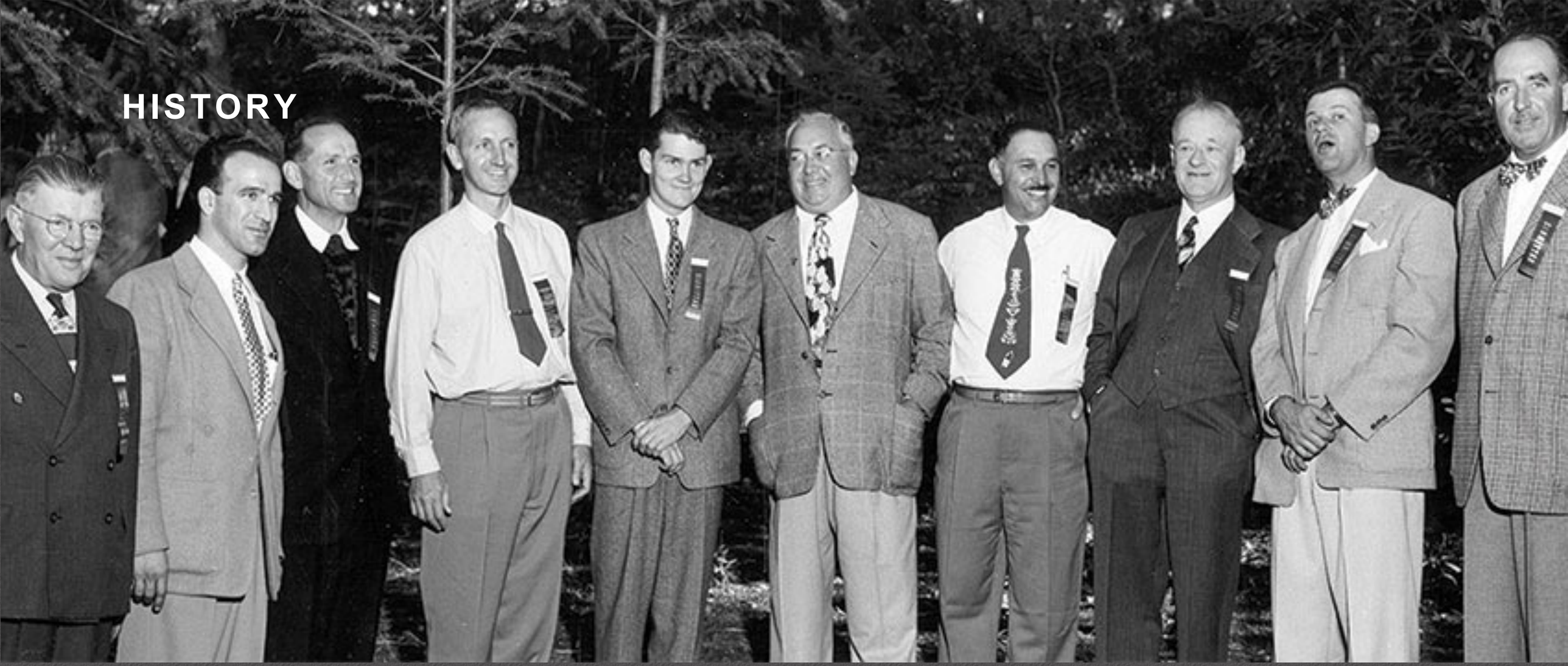
De Latour



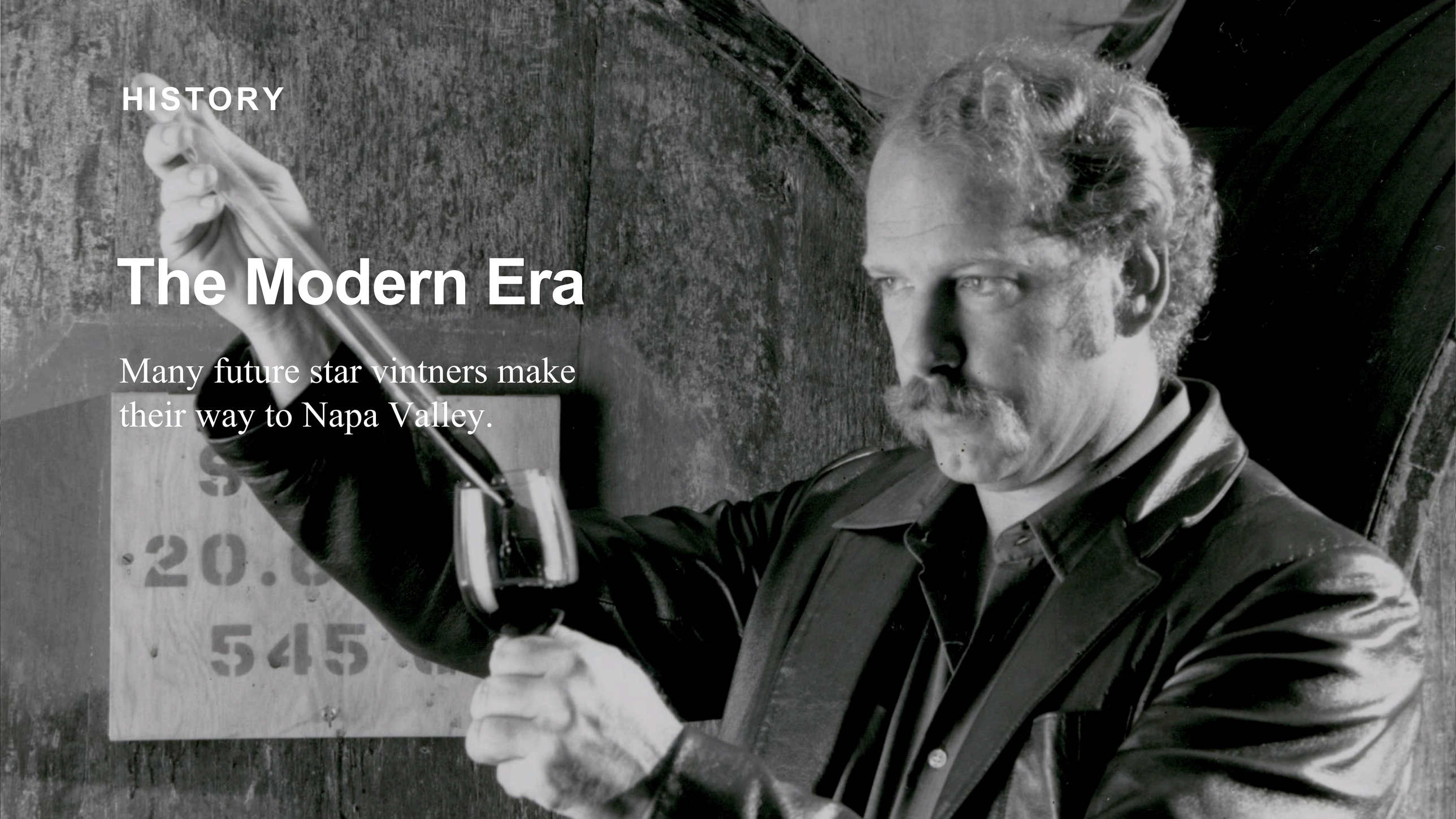
Martini



Tchelistcheff



Napa Valley Vintners (1944)



HISTORY

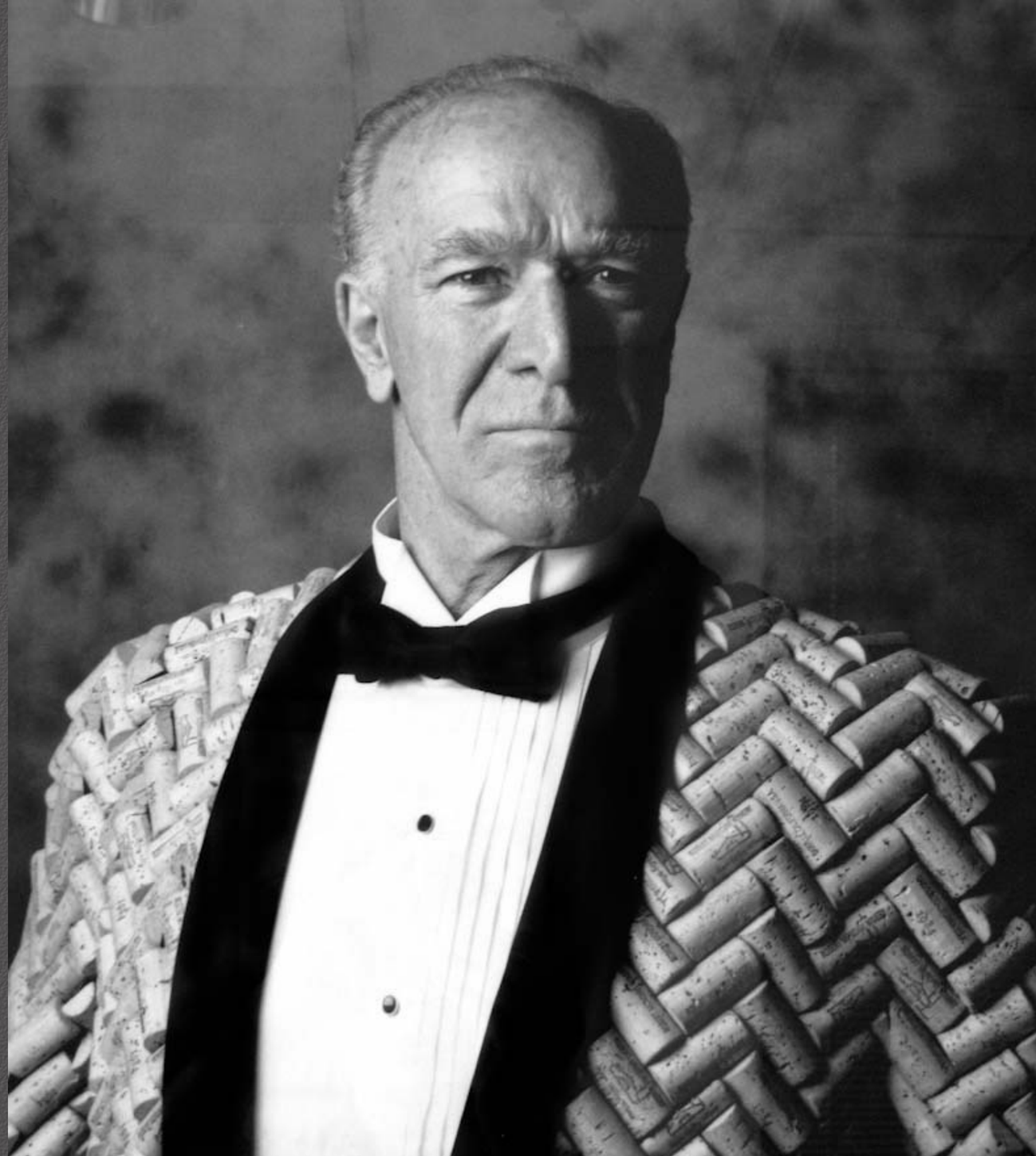
The Modern Era

Many future star vintners make their way to Napa Valley.

THE 1960s

Robert Mondavi

The opening of the Robert Mondavi winery in 1966 is heralded by many as the starting point of Napa Valley’s modern history.



HISTORY

THE 1970s

The Judgement of Paris & International Recognition & Investment

The 1970s was a fertile decade for Napa Valley with an increasing number of wineries opening.



HISTORY

THE 1980s

A Changing Valley & Replanting

The 1980s saw a true rush of development, and Napa Valley once again reached its 1880s high.





HISTORY

Importance of Chinese and Mexican Labor and International Investment.



Viticulture

VITICULTURE

PRE-1970s

Evolution in Plantings

Since Napa Valley was first planted to Vitis vinifiera in the late 1830s, the region has undergone a dramatic evolution in farming styles.





VITICULTURE

THE 1970s

The first big modernization

For many decades, this was effectively the way of things, though row widths gradually shrank as tractor technology improved.





VITICULTURE

THE 1980s - 1990s

Replanting and the “Modern” Napa Valley Style

Though costly, this replant provided Napa Valley’s farmers with a chance to totally reimagine their vineyards.





VITICULTURE

2000s & TODAY

Post-Modern Style

A Return of Elegance and
Diversity of Styles





VITICULTURE

A Focus On Sustainability

Beyond its effect on wine styles, evolutions in farming practices have ecologic ramifications as well.



VITICULTURE

Climate, Farming, and The Future

While cycles of heavy rain years and drier years are common, California has been under extended drought conditions since 2012.



VITICULTURE

Agricultural Preserve

32,000 acres are under the protection of the Agricultural Preserve and 90% of the land in the county is protected from development.



VITICULTURE

Protective Ordinances

In 1991, Napa Valley passed a suite of conservation ordinances



VITICULTURE

Napa Green

A forward-looking initiative, originally spearheaded by the NVV and other environmental and governmental stakeholders



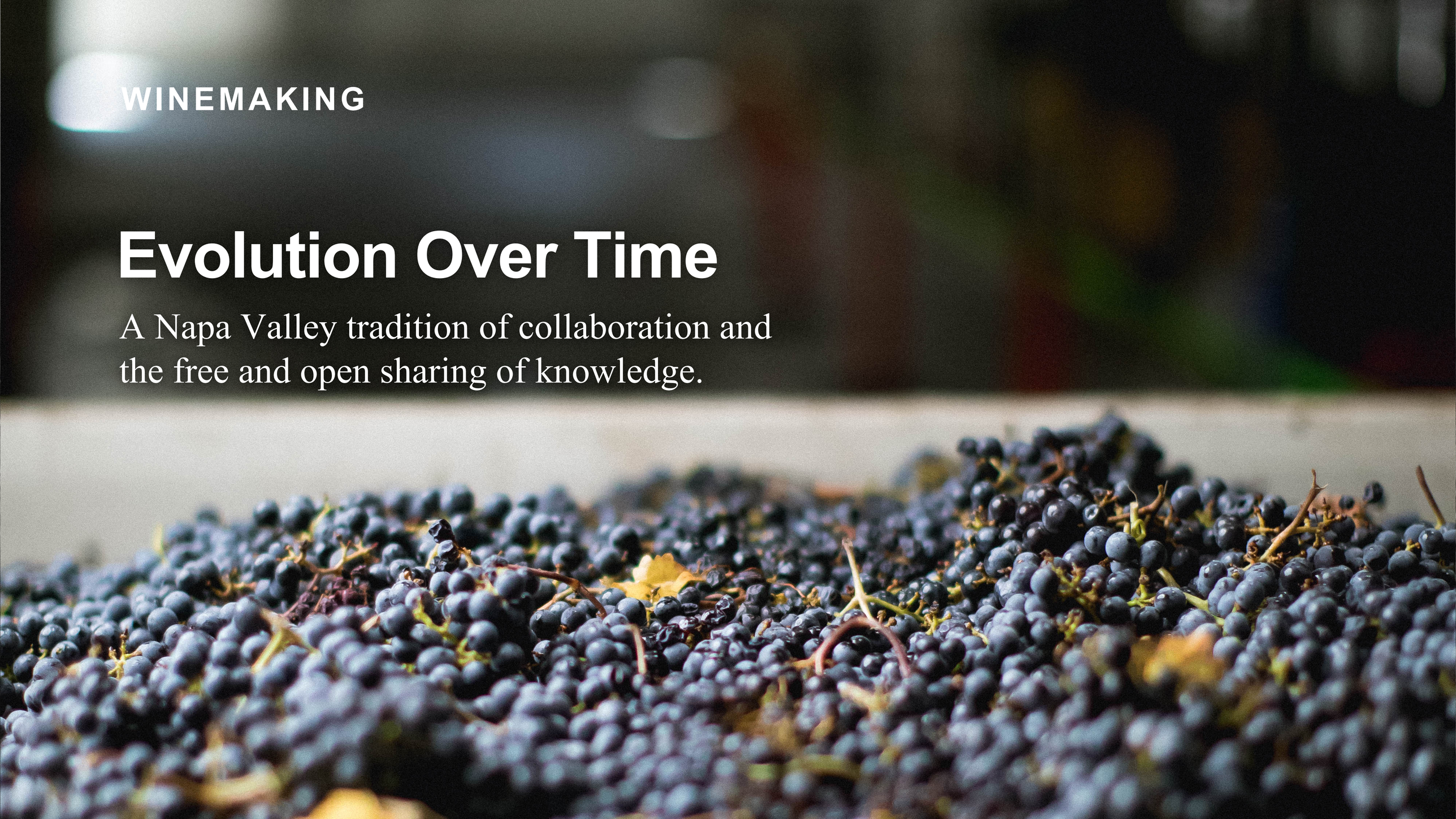


Winemaking

WINEMAKING

Evolution Over Time

A Napa Valley tradition of collaboration and the free and open sharing of knowledge.



WINE STYLES

1960s & 1970s

For many collectors, the 1960s and 70s represents a golden age of Napa Valley Cabernet Sauvignon.



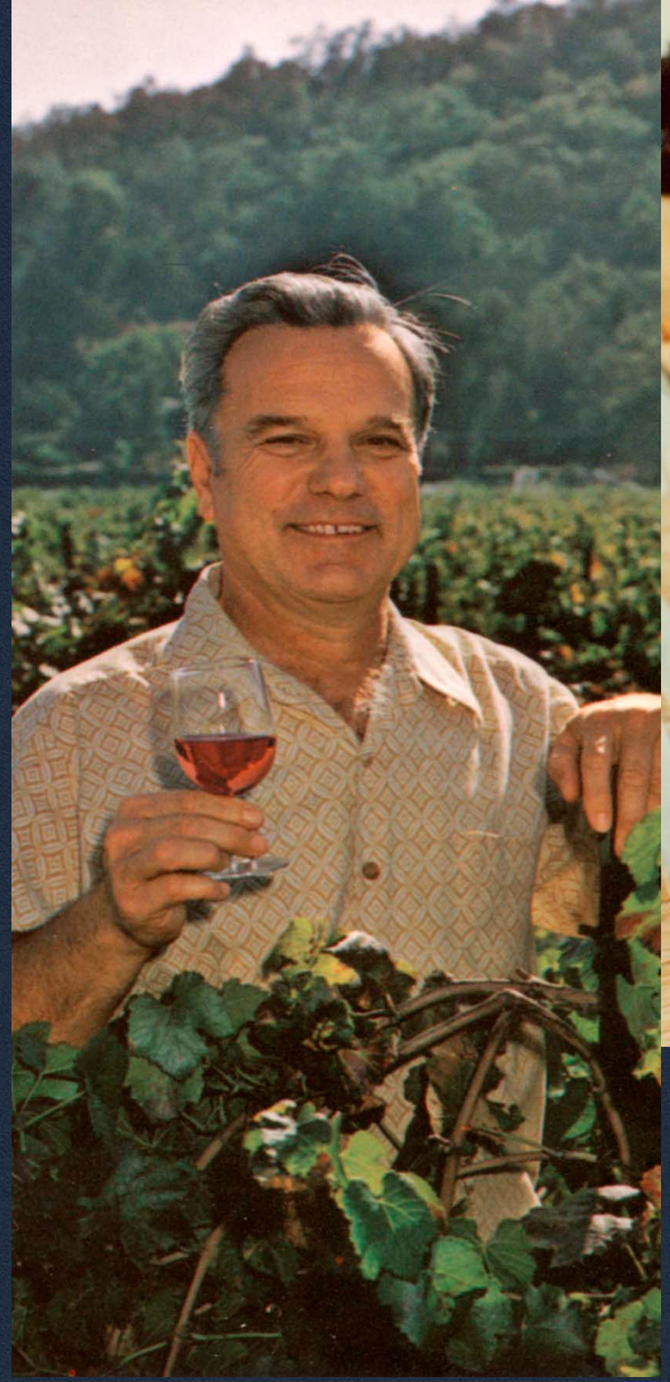


WINEMAKING

WINE STYLES

80s, 90s, 2000s

Following 1976’s Judgment of Paris, there was a rush of investment in Napa Valley.





WINEMAKING

WINE STYLES

Today

The wide range of styles is good news for the consumer, as options abound and there’s a wine for every palate.



WINEMAKING

Premiere Napa Valley

One of the best illustrations of the current state of winemaking in the Napa Valley is to sample the wines produced each year for Premiere Napa Valley.

PREMIERE
NAPA VALLEY





Napa Valley Vintners

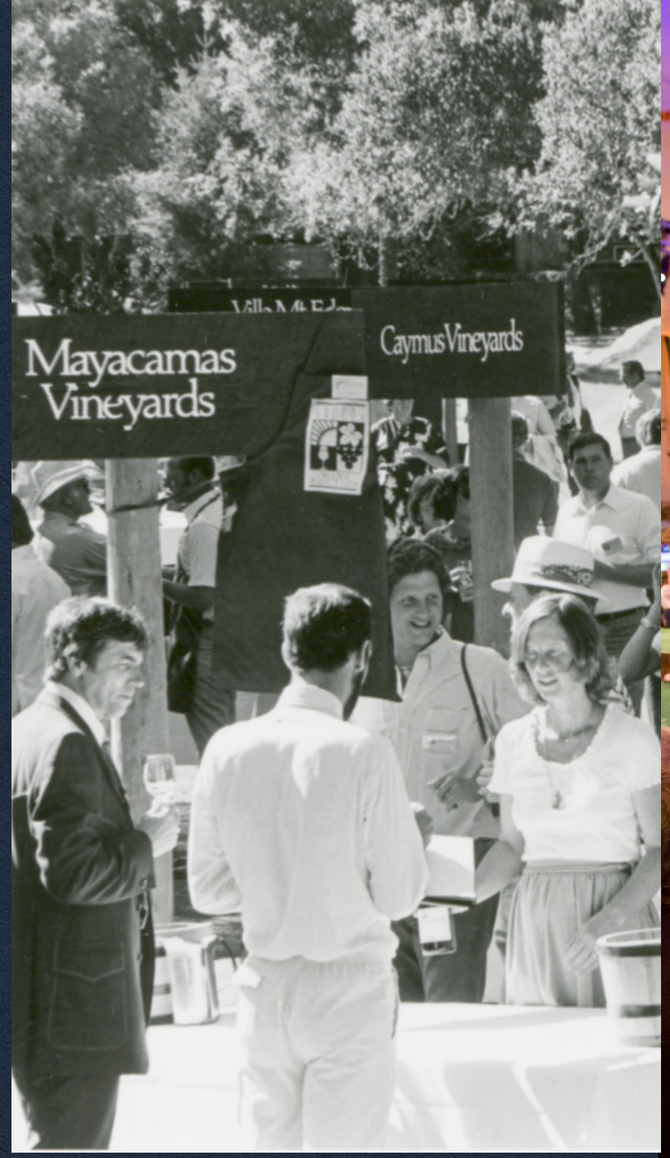

NAPA VALLEY VINTNERS
550 Members. 99% Of The Region’s Wine Production
NVV truly is the authority and spokesperson for the Napa Valley wine industry.
ESTATE BOTTLED
CHATEAU MONTELENA
SECOND FLIGHT


NAPA VALLEY VINTNERS
$230 Million
Donated to local nonprofit organizations primarily in the areas of children’s education and community health.

NAPA VALLEY VINTNERS

Auction Napa Valley

Since 1981, NVV has invested more than $230 million in community healthcare, youth development and the environment.





NAPA VALLEY VINTNERS

Collective Napa Valley

Collective offers year-long activities, some virtual, to satisfy a range of interests. Auction Napa Valley is the signature event of the year.

COLLECTIVE
NAPA VALLEY





NAPA VALLEY VINTNERS

Community

The Napa Valley Vintners celebrates their community by providing strategic financial support.





NAPA VALLEY VINTNERS

Workforce Housing

Napa Valley is limited in its ability to develop housing based on the strictures put in place by 1968’s Agriculture Preserve.





NAPA VALLEY VINTNERS

Diversity & Inclusion

Napa Valley Vintners has taken several steps to promote Diversity, Equity, and Inclusion in the broader Napa Valley community.






Thank You.

Template Slides


NAPA VALLEY
CULTIVATING EXCELLENCE

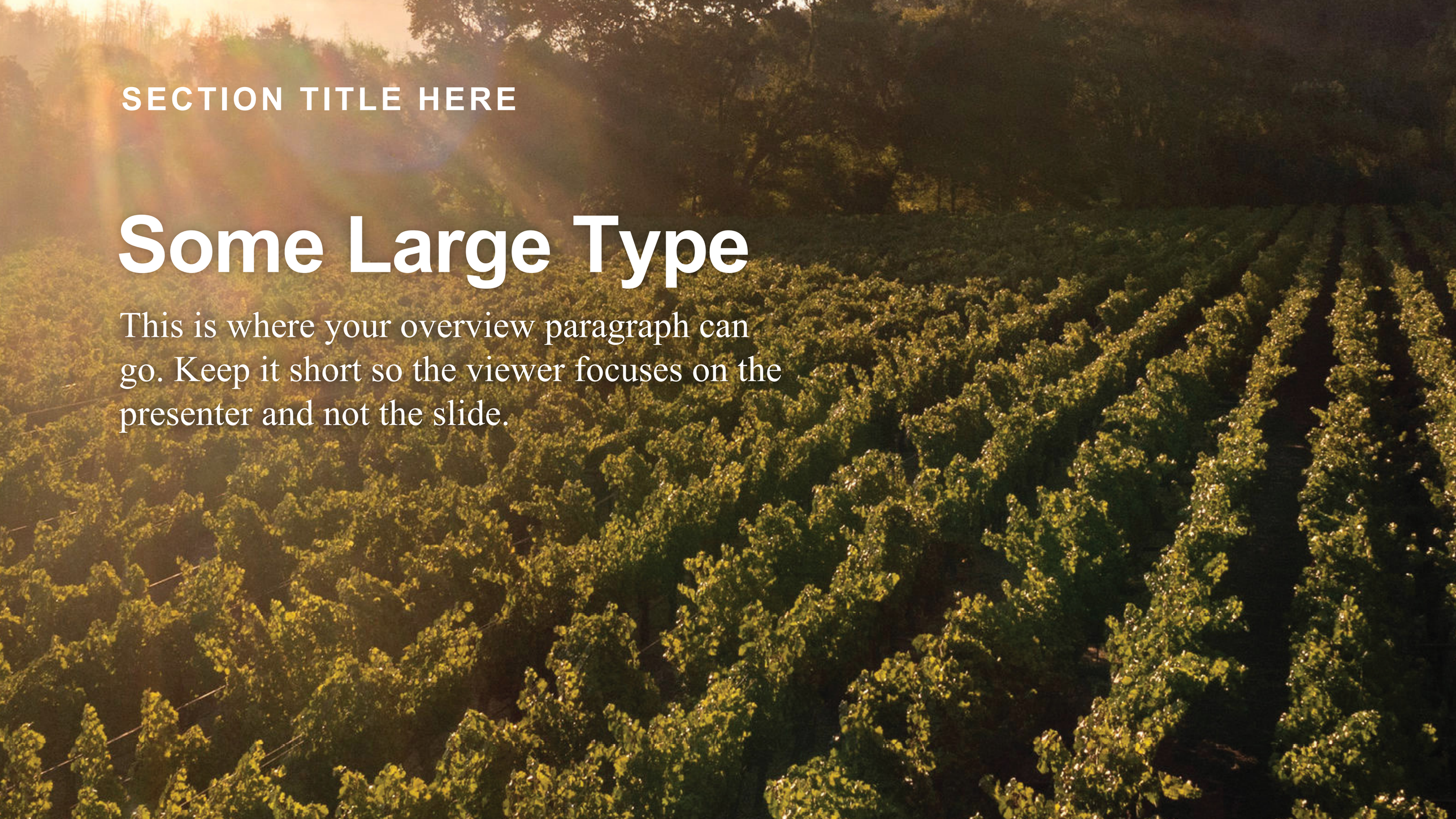


Main Section Slide

SUBHEADLINE - CHANGE BACKGROUD IMAGE



Level 2 Title Slide Template



SECTION TITLE HERE

Some Large Type

This is where your overview paragraph can go. Keep it short so the viewer focuses on the presenter and not the slide.

SECTION TITLE

SLIDE NAME

Headline

Copy Goes here



SPOTLIGHT

The winery Name Goes Here

Wine description can go here orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Bullet List

- **Something Here**
- **Another Thing Here**
- **Yet Another Thing**



BACKGROUNDS





