

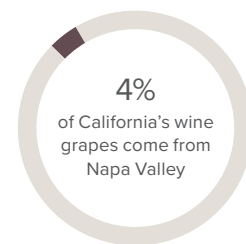


NAPA VALLEY FAST FACTS

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: 47,216 acres (19,108 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 17 approved AVAs within the Napa Valley AVA
- Grape varieties (from 2024 Napa County Crop Report):
 - More than 60 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** 25,414 acres/10,284 hectares (54%)
 - Chardonnay** 5,906 acres/2,390 hectares (13%)
 - Merlot** 3,603 acres/1,458 hectares (8%)
 - Sauvignon Blanc** 2,521 acres/1,020 hectares (5%)
 - Pinot Noir** 2,395 acres/969 hectares (5%)
 - Cabernet Franc** 1,304 acres/528 hectares (3%)
 - Zinfandel** 1,256 acres/508 hectares (3%)

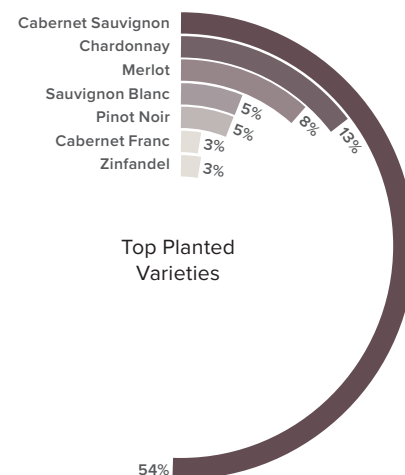


2%

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

18 AVAs

Napa Valley is itself an AVA and
within it are 17 nested AVAs





NAPA VALLEY FAST FACTS

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 \$11.7 billion locally and \$36.7 billion in the U.S.
 - Create 56,000 jobs in Napa County and nearly 200,000 nationwide

NAPA VALLEY WINERIES AND GROWERS

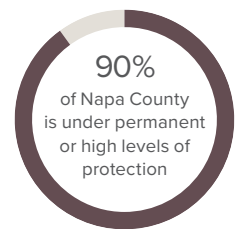
- There are approximately 700 grape growers in Napa County
- Approximately 475 physical wineries in Napa County produce more than 1,000 wine brands
- 95% of Napa Valley's wineries are family owned
- Nearly 80% produce fewer than 10,000 cases annually

COMMUNITY INVESTMENT

- We've invested more than \$245 million in the community
- For over 40 years, we've provided consistent community support
- We're committed to investing in Napa Valley's most critical needs

COMMITMENT TO INCLUSION IN COMMUNITY AND INDUSTRY

- Long term support of local youth mentorship programs in Napa County
- The amplification of our diverse vintner voices in our marketing efforts
- Resources for owners, managers and employees to learn and engage



\$245 Million
Invested in the Napa Valley
community since 1981

\$36.7 Billion
Annual economic impact on
the U.S. economy created by the
Napa Valley wine industry



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Nearly 80% of NVV members
produce fewer than 10,000
cases of wine per year