



2023 ANNUAL MEETING

CALIFORNIA WINES EXPORT PROGRAM

HONORE COMFORT

VICE PRESIDENT, INTERNATIONAL MARKETING

PRESENTING TO:

Export Program Annual Meeting

DATE:

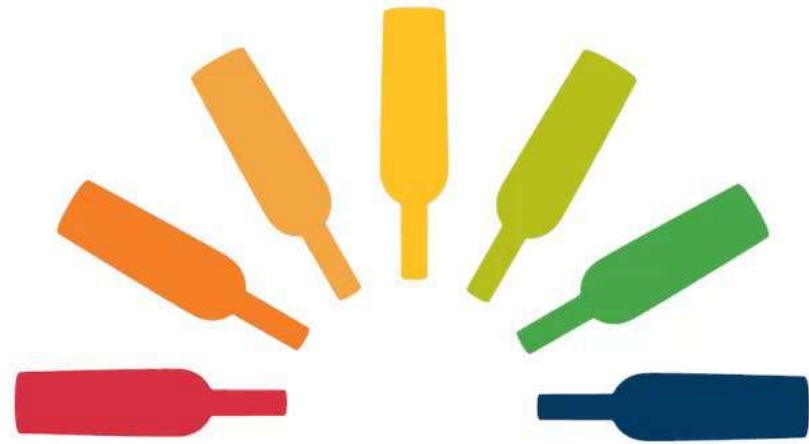
July 20, 2023

- **Welcome**
- **Global Update**
- **Regional Updates:**
 - Canada
 - Europe
- **Capstone California: What's Next**
- **Regional Updates:**
 - UK/IRL/UAE/India
 - North Asia & Australia
- **Wines on a Mission**
- **LUNCH**
- **Global Buyers Marketplace 2023**
- **Regional Updates:**
 - Greater China & SEA
 - Mexico
- **TEAMTalks**
- **Breakouts – Session 1**
- **Breakouts – Session 2**
- **TEAMTALK AWARDS & Wrap- up**
- **Beachside Bubbles & Winery Dinner**



Global Update





CALIFORNIA

WINES

US GAINS SHARE IN 2022

Moved to within \$8m of AUS

- California – 4th largest producer
 - 97% of wine sold domestically
 - Less than 4% global share of exports
- Australia – closest competitor
 - US exports value within \$8.2 million of Australia in 2022
 - Compared to \$160 million difference in 2021
- 2 out of Top 10 had positive growth
 - US & New Zealand

Region	Annual Exports (2022)	Global Share
1. France	\$13.1 bn	31.3%
2. Italy	\$8.6 bn	20.5%
3. Spain	\$3.3 bn	7.8%
4. Chile	\$1.9 bn	4.5%
5. Australia	\$1.5 bn	3.5%
6. US (+95% CA)	\$1.5 bn	3.5%
7. New Zealand	\$1.4 bn	3.4%

SOURCE: TRADE DATA MONITOR; US DEPT OF COMMERCE

TOTAL US WINE EXPORT VALUE STEADY IN 2022

Held onto PY gains

(In '000s)

2021 to 2022

US WINE EXPORTS	2019	2020	2021	2022	Change	Change
Global	1,380,736	1,301,980	1,456,999	1,462,719	5,719	0.4%

- US held onto significant 2021 growth despite global slow down
- Strong dollar slowed export sales in key markets (UK in particular)
- EU27 markets grew by 8.3% in 2022
- Japan & Mexico grew by more than 25% in 2022

SOURCE: TRADE DATA MONITOR; US DEPT OF COMMERCE

GROWTH IN HIGHER PRICE TIERS

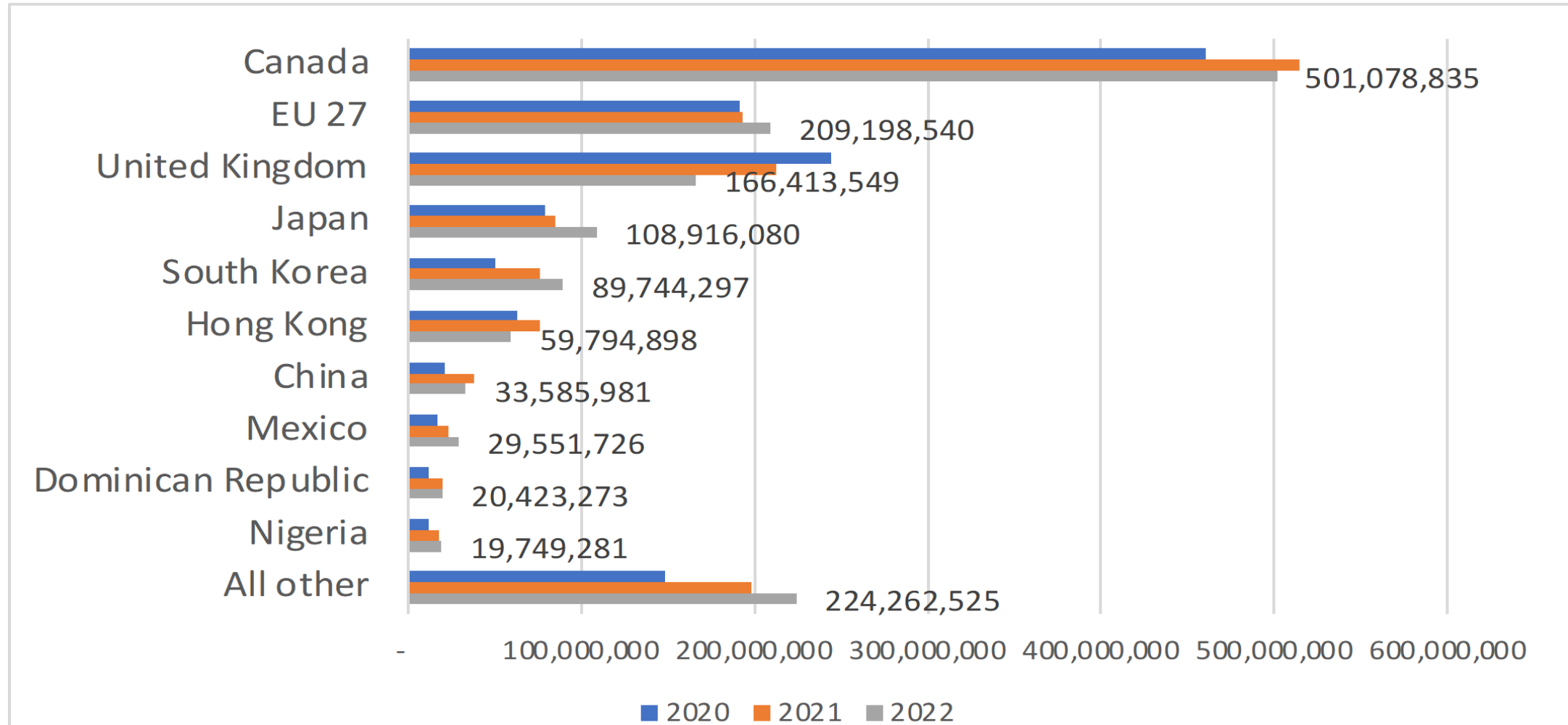
Premium category shift continues

- Post-pandemic growth is slowing
- Led by Japan, Canada, Norway with largest share
- Premium segments make up only 11.7% of US wine exports

Price Tier	Value	% Growth 2022 v. 2021	Market Share
Standard	\$5.00 - \$9.49	-1.28%	54.8%
Premium	\$9.50 - \$14.99	2.84%	22.5%
Super Premium	\$15.00 - \$24.99	9.69%	7.8%
Ultra Premium	\$25.00 - \$44.99	10.84%	2.5%
Prestige	\$50.00 - \$99.99	15.51%	1.4%

Source: IWSR Database, May 2023

2022 US WINE EXPORT DATA – VALUE (USD)



SOURCE: TRADE DATA MONITOR; US DEPT OF COMMERCE

Opportunities in the Global Marketplace

California Wine taps into global consumer trends

- Emerging consumers less tied to region & variety
- Move towards higher value wines
- Growth in ultra premium & luxury segments
- Home-premise & ecommerce supports trial
- California leadership in sustainability aligns w/ values



“Treating oneself at-home and exploration online are both reinforcing overall premiumisation trends” — IWSR, June 2023

VISION FOR CALIFORNIA WINE EXPORTS

2030 Plan to Exceed \$2.5bn

1. Build Momentum in Current Markets
2. Expand into New Markets
3. Increase Export Brands



NORDIC MONOPOLIES - UPDATE

Sustainability Programs

- Winery/Vineyard Sustainability Visits
 - Alko – no visits this year
 - Systembolaget - visits announced
 - What to do if contacted:
Tracy Genesen, WI Legal Counsel
Tgenesen@wineinstitute.org
- California Nordic Summit
 - Build understanding of CA leadership
 - Reinforce how we work together
- Small wins: Vinmonopolet



EU NUTRITION & INGREDIENT LABELING

Important Update:

- Mandatory for wines produced after Dec 8, 2023
 - “Produced” starts with fermentation
 - Additional time to explore options
- Possible reward for “early adopters”
- Wine Institute webinar on ingredient labeling
 - Early August – recording will be available
- Ingredient & energy calculator available to Wine Institute member wineries



New EU Labeling Requirements



On the Label:

CALORIES: (100ML) E=69 KCAL

ALLERGEN PICTOGRAM:



Via E-Label:

- **NUTRITIONAL INFORMATION**
- **INGREDIENT LISTING**
- **RESPONSIBLE CONSUMPTION**
- **OPTIONAL INFORMATION**
- **NOT ALLOWED: MARKETING INFO**



REGIONAL MARKET UPDATES



BUILDING BRAND CALIFORNIA



capstone
CALIFORNIA

Comprehensive Study of California Wine

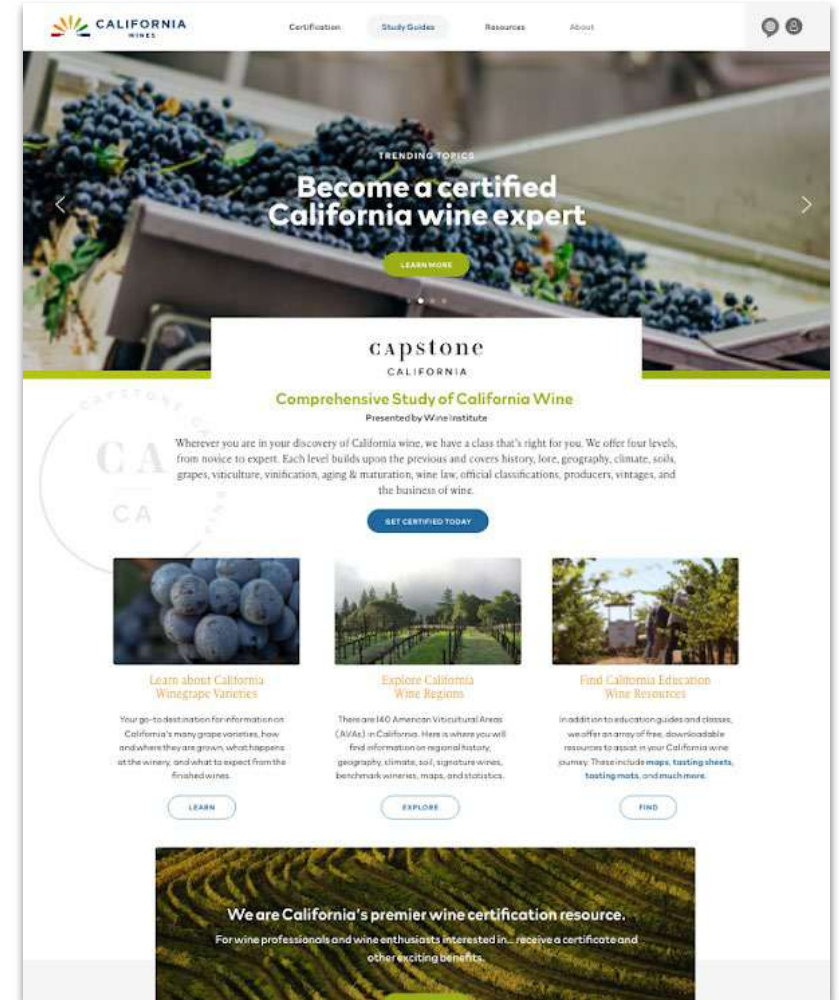
Presented by Wine Institute



CAPSTONE CALIFORNIA BY THE NUMBERS

capstonecalifornia.com

- **7,682** registered students
- **88** countries
- **22** wine schools
- **8** languages
- **3** active certification levels
- and growing



CAPSTONE CALIFORNIA

What's on the Horizon?

- Launching the “Capstone Challenge”
- **Re-Leveling** Level 1 and Level 2
- **CA 101: Highway to The Capstone California Certification Program”**
- **Level 4 Development & Cohort Approach**
- **Completion strategy** for all Levels
- **Introducing Capstone Level 1 & 2 in Mandarin**
- **China Capstone launch** with 3 wine schools – August 2023
- **Capstone program infrastructure**
 - CRM, Capstone Community cultivation, Educator hub

CAPSTONE EDUCATORS SUMMIT

January 2023

- 20 educators from 14 countries
- Leading Capstone educator in each country
- Rigorous and in-depth curriculum
 - Elaine Chukan Brown, Kelli White, Karen MacNeill, Randy Caparoso, Evan Goldstein
- Wines selected by Evan Goldstein, MS representing all CA regions
- Judgement of Paris tasting



“Just back from the Capstone trip and it was UNREAL! Exceeded every expectation and I learned so much. Wines were extraordinary, speakers were so accomplished and next-level...added to my knowledge in such a potent way...”

REGIONAL MARKET UPDATES



LUNCH BREAK



WINES ON A MISSION



CREATING OPPORTUNITY





Global Buyers Marketplace

Nov 5 – Nov 8, 2023

Regional Tours

Nov 8 – Nov 10, 2023

www.buycalifornia.wine



Welcome to the second gathering of the best and brightest in the California wine industry and the leading wine buyers and importers in the global wine market.



GLOBAL BUYERS MARKETPLACE

Bringing the Buyers to You

- “...made more new contacts in just a few days than any other event ...”
- “...every single region brought good quality buyers to the event. More importantly they were engaged for business...”
- “...there is a new tender plan coming out, and it reflects things that I learned during the trip...”



Wine Institute Launches First Global Buyers Marketplace in Napa Valley for International Wine Buyers

By Press Release - October 6, 2022 112 0

California wines set for increased global market share

California Exports: The Money's in the Middle

by Pam Strayer
Nov 11, 2022



2 Day Conference & Regional Tours

Nov 5 – Nov 11, 2023

- **Leading decisionmakers**
 - 85+ importers and buyers from 32 countries
- **Build CA Wines' market penetration**
 - New to market wines across price points
- **Focus on the business**
 - Two days of Trade Tastings, Masterclasses and Networking
- **Tours to wine regions**
 - Napa Valley, Sonoma County, Mendocino, Lake County
- **Technology driven for efficiency & sustainability**
 - Paper-free event



**GLOBAL
BUYERS
MARKETPLACE**
NAPA VALLEY

GLOBAL BUYERS MARKETPLACE

What's New in 2023

- **More buyers & importers from more markets, including:**
 - Bulgaria, Czech Republic, Estonia, Sweden, France, Greece, Israel, Latvia, Malaysia, New Zealand, Sweden, Taiwan Ukraine
- **All day** participation for wineries
- **Dedicated table space** for 1:1 meetings
- **Three hour Grand Tastings**
- **One tech platform** for wines & networking
- **Regional associations featured partners**



Winery Opportunities Global Buyers 2023



- Opening Night Dinner – Sunday, Nov. 5
 - Seating is limited!
 - \$50 per person
- Host a winery dinner or attend as a co-host
- Support your Regional Association
 - Regional Discovery Tables & Masterclasses
- Participate in a Regional Tour
 - Host buyers for lunch, dinner or vineyard tour
- **NEW!** State of the Global Wine Market
 - Insights & panel discussion for Export members



**GLOBAL
BUYERS
MARKETPLACE**
NAPA VALLEY

GLOBAL BUYERS MARKETPLACE

NEW REGISTRATION PLATFORM

The screenshot displays the registration platform interface. At the top, the California Wines logo (a sunburst of wine bottles) and the text "CALIFORNIA WINES" are on the left, and the "GLOBAL BUYERS MARKETPLACE NAPA VALLEY" logo is on the right. Below the logos is a horizontal progress bar with seven numbered steps: 1. Membership Status, 2. Registration, 3. Welcome Dinner, 4. Grand Tasting, 5. Winery Dinners, 6. Registration Review, and 7. Payment Page. The "Registration" step (2) is highlighted with a red circle. Below the progress bar, the heading "Winery Registration" is centered. Underneath, there is a label "* Winery Name" followed by a rectangular input field.

GLOBAL BUYERS MARKETPLACE

Register *TODAY!*

One-day registration fee for Export Program members: \$500

Includes breakfast, coffee, Networking lunch, dedicated table, attendance for two representatives

- **August 18:** Winery Registration deadline
- **September 2023:** Bottlebooks registration
- **October 11:** Winery Pre-Event webinar
 - ✓ Networking platform and event prep details



TEAMTALKS





BREAKOUT SESSIONS



BREAKOUT SESSIONS – 25 MINS

- **WAYS TO \$AVE – Main Ballroom**
- **UK/IRL/UAE & EUROPE – Hovden Room**
- **NORTH ASIA & GREATER CHINA – McAbee Room**
- **MEXICO & CANADA – Edgewater Room**

EXPORT PROGRAM EXECUTIVE COMMITTEE

Current Committee Members

- Joe Lange, LangeTwins *Chair*
- MaryAnn Bautovich, VindeCal
- Molly Davis, E&J Gallo Winery
- Vivien Gay, Silver Oak/Twomey/Ovid
- Joan Kautz, Ironstone Vineyards
- Michael Parr, Wente Vineyards
- Leigh Ann Reed, Boisset Collection

New Committee Members

- Sally Burton, Jackson Family Wines
- Brad Groper, Long Meadow Ranch
- Chris Mattson, Prometheus Wines
- Claudia Schug, Schug Winery
- Abigail Smythe, Crimson Wine Group

EXPORT PROGRAM EXECUTIVE COMMITTEE

Committee Structure

- Current, active Export Program members
- Regional diversity
- Mix of winery size, scale & scope
- Two year term w/ option for second term
- Meets monthly

**If you're interested in serving on the committee,
please email Diane Berardi
dberardi@wineinstitute.org**



CALIFORNIA
WINES

THANK YOU

Honore Comfort, VP International Marketing

Hcomfort@wineinstitute.org



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