



UNCORKING GLOBAL SUCCESS: ELEVATING CALIFORNIA WINES WORLDWIDE

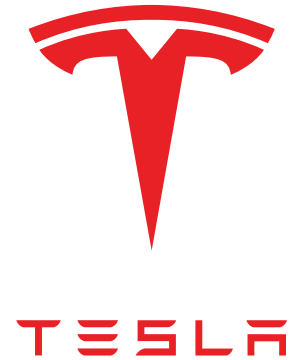
Paula Oreskovich & Kate Venugopal

July 23, 2024

PRESENTING TO:

2024 Export Program Annual Meeting

THE POWER OF A STRONG BRAND





CALIFORNIA
WINES





INNOVATION
DIVERSITY
SUSTAINABILITY
BOLDNESS

WINES ON A
MISSION

Leaving things better than
we found them

TRADE INTEREST IN SUSTAINABLE WINE

**SUSTAINABILITY
IS A FACTOR IN CHOOSING
WINE**

82%

Indicate sustainable practices are frequently or occasionally a factor when choosing a wine to market or sell

**SUSTAINABILITY
IS A USEFUL SELLING
FEATURE**

68%

Sustainable production is a useful selling feature or attribute for a wine

**SUSTAINABILITY
CAN SERVE AS A
TIE-BREAKER**

71%

would purchase a sustainably produced wine over one that is not

*2021 and 2019 Trade Survey, Full Glass Research



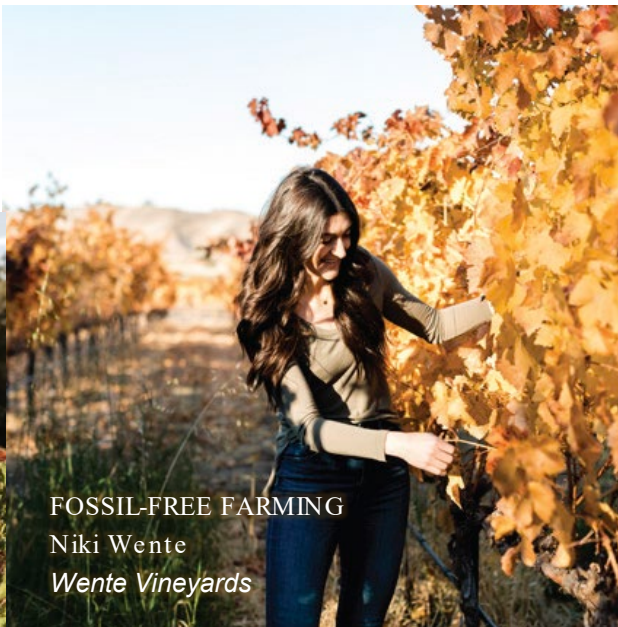
“Wine Opinions”



Full Glass Research



RESTORING BIODIVERSITY
Aaron Lange
LangeTwins Family Winery



FOSSIL-FREE FARMING
Niki Wente
Wente Vineyards

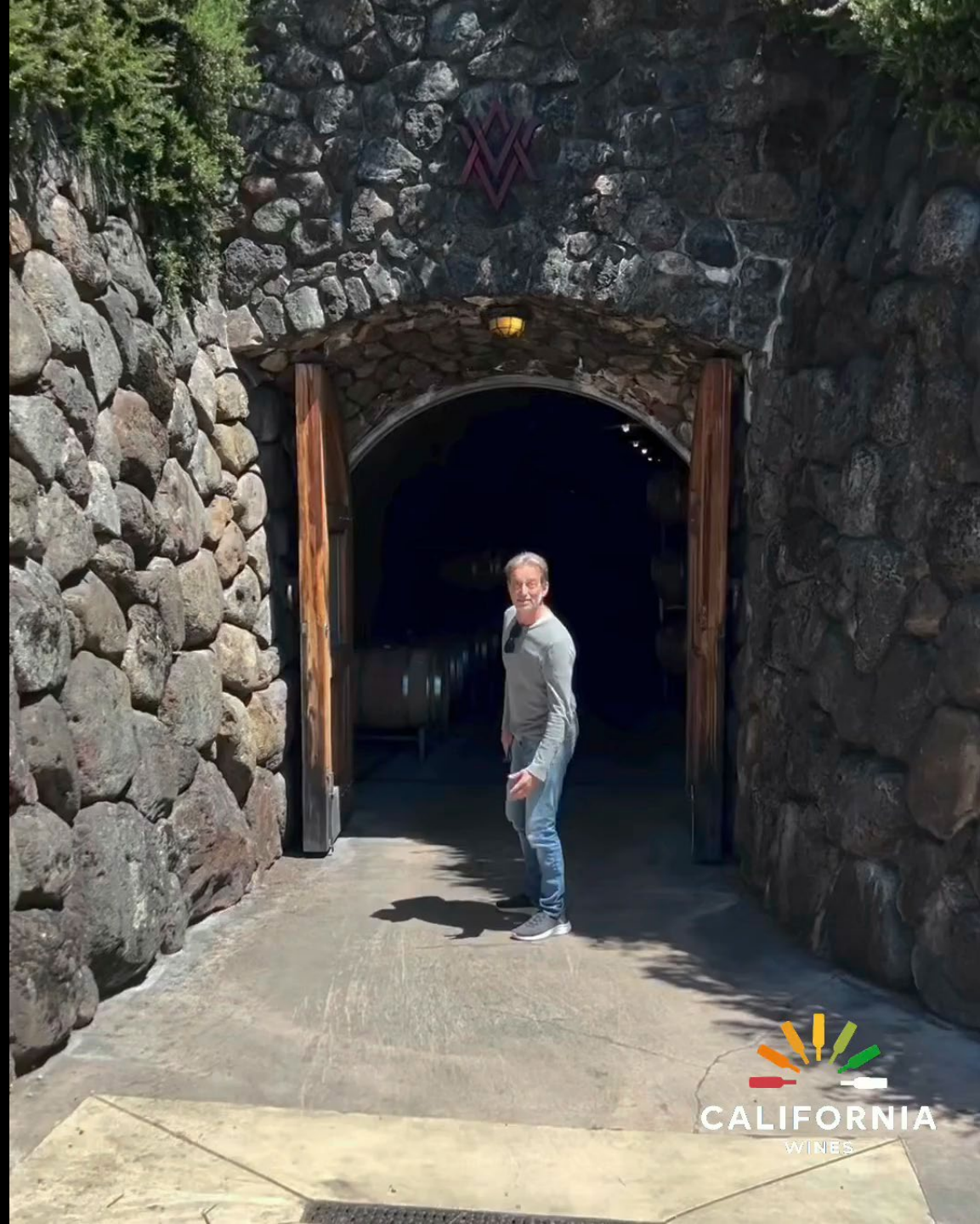


HARVESTING THE WIND
Heidi Scheid
Scheid Family Wines

WINES ON A MISSION



FUTUREPROOFING PACKAGING
Warren, Jody And Ryan Bogle
Bogle Family Vineyards




CALIFORNIA
WINES

SUSTAINABILITY MEDIA TOUR

A high-impact deep dive into sustainable winegrowing


- Annual global program covering all aspects of sustainable winegrowing
- In 2024, 12 writers from 10 countries
 - Australia, Canada, Denmark, Japan, Netherlands, Norway, Poland South Korea, Sweden, UK
- 5 days | 11 regions | 20 wineries
- Tied in with US Sustainable Winegrowing Summit






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PROGRAM

むんぱれTuesday



[番組紹介](#)
[DJ](#)

アートコミュニケーション、教育者、美術大学生、社会学者という色彩豊かなパーソナリティたちが、アートと音楽の境界を越え、遊び、暮らし、アートと音楽をいかに楽しむかを語り合います。

A horizontal banner for Buena Mesa wine. At the top left, the text 'BUENA MESA' is displayed in a bold, black, sans-serif font. Below it, a thin horizontal line separates the header from the main content. The headline 'Un vino por el planeta' is centered in a large, bold, black, sans-serif font. Below the headline, the text '00 MIN 30 SEG' is on the left, followed by 'Grupo REFORMA' in bold, and 'Cd. de México (02 julio 2023) - :05:00 hrs' on the right. At the bottom, a row of five circular icons is shown: Facebook (blue with white 'f'), a black circle with a white 'X', WhatsApp (green with white speech bubble), a blue circle with a white envelope, and a blue circle with a white chain link. Below the icons, a paragraph of text reads: 'Certificaciones sustentables, orgánicas, biodinámicas y regenerativas sometidas a constantes evaluaciones avalan los esfuerzos y el compromiso de la industria vitivinícola de California.'

GLOBAL SOCIAL MEDIA CAMPAIGN

We are about to get even louder

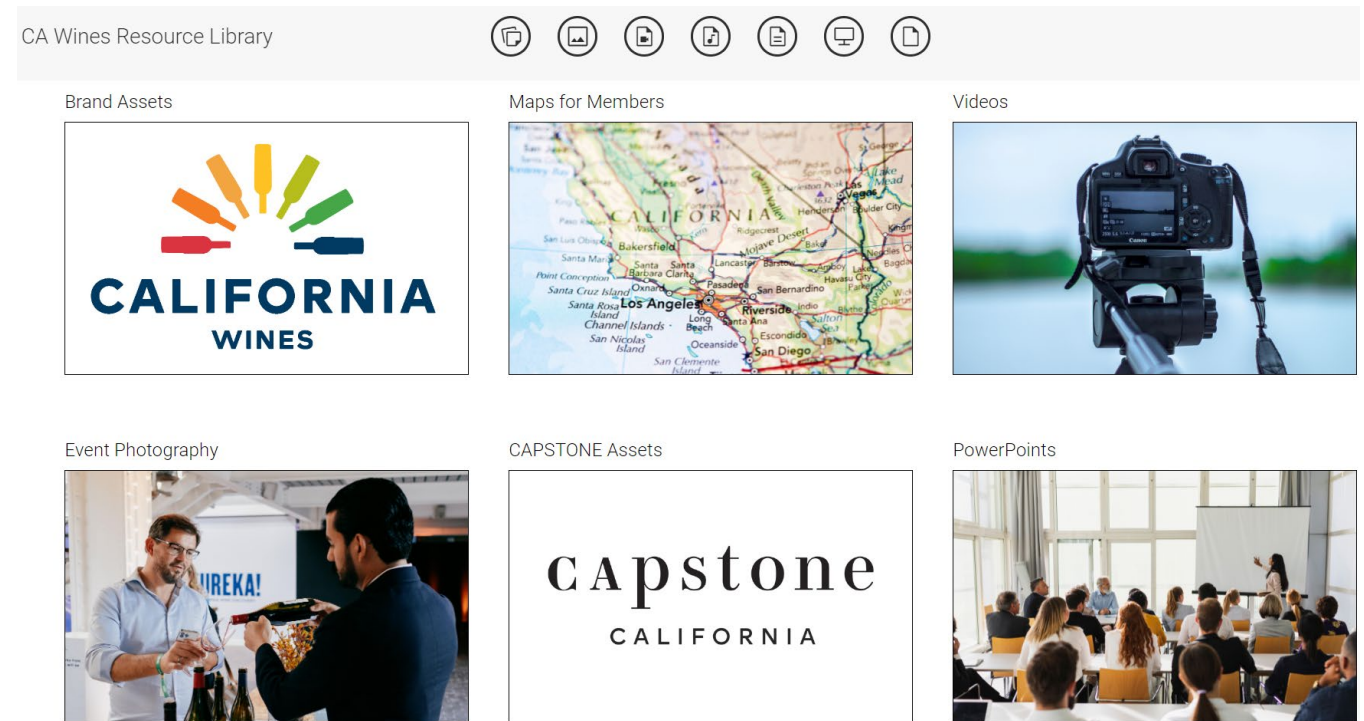
- **Active in markets around the world**
 - Australia, Canada, Europe, Hong Kong, Japan, Mexico, South Korea, UAE, UK
- **Show the world sustainable winegrowing & winemaking in CA**
- **Feature the people & the places**
- **Consistent messaging & images**
- **Build a global conversation**



LET'S COLLABORATE

Tools and resources

- **Visual Assets: Canto**
- **Brand Messaging Documents**
- **Sustainable Fam Trips (host on fam trips)**
- **California Wine Month**
- **Capstone**
- **Social Media:**
 - #CaliforniaWines
 - #CapstoneCalifornia
 - #WinesOnAMission



BIG YEAR AHEAD...

Exciting opportunities for members here at home

- **Capstone Educators Immersion Tour**
 - January 2025
- **Wines on a Mission Global Media Tour**
 - Spring 2025
- **Global Buyers Marketplace**
 - November 2025





THANK YOU

calwinexport.com

Kate Venugopal & Paula Oreskovich