



CALIFORNIA WINE EXPORT PROGRAM

MEMBERSHIP OVERVIEW

2024

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WELCOME!

As we start this new program year, now is the opportune time for you to join over 225+ wineries that make up our dynamic association to help maximize your international sales with our abundant member benefits.

California wine comprises more than 95% of U.S. wine exports, and our goal is to ensure that California wine export sales continue to grow in leading markets around the world. We will achieve this goal by continuing to drive sales momentum in current markets, expand our programs into new markets, and bring more California wines and wineries into the Export Program.

For our Export Program members, we deliver results through our coordinated global marketing strategies that build the California wine category and drive trade and consumer demand for your wines around the world. Our trade education programs are designed to support your brands in the marketplace and engage buyers in leading wine markets.

This program year ahead will be full of fresh approaches to promote California wines. We will continue to promote [Capstone California](#), — the cutting-edge California wine education and certification platform for consumers and trade. The [Capstone California Immersion Tour](#) will take place again in early 2025, with a roster of leading wine educators from key global markets. Our trade education programs as well as retail and restaurant promotions will engage buyers in leading wine markets.

As always, we continue to expand our California Wines marketing programs to offer a robust calendar of promotional activities in more than 30 countries, with new opportunities to highlight your wines in tours, tastings and events worldwide.

We are confident that the strength and impact of our California Wine Export Program activities will build your export sales and drive increased profitability for your business, and we look forward to your participation in our program.



HONORE COMFORT

Vice President, International Marketing
California Wine Institute





ABOUT THE CALIFORNIA WINE EXPORT PROGRAM

For more than 35 years, Wine Institute has actively supported California wineries through leadership in international trade policy and export sales development in wine markets around the world. Since 1985, Wine Institute has served as the administrator of the [Market Access Program](#), a cost-share export promotion program managed by the USDA's Foreign Agricultural Service. [The California Wine Export Program](#) supports the sales and promotion of California Wines worldwide with a robust agenda of trade and consumer programs. For the trade, Wine Institute organizes California's participation in international wine exhibitions, conducts trade missions, and leads educational master classes and seminars as well as tastings for buyers, importers, sommeliers, and wine writers worldwide. Wine Institute also hosts a consumer website in nine languages, manages social media accounts and campaigns in 18 countries, and develops educational tools, videos and events to introduce consumers to an array of California wines. Last year, the Export Program hosted international media and wine buyers to California's wine regions and including specialty tours for media and on sustainability.

In 2023, U.S. wine exports reached \$1.46 billion in sales with California wines making up more than 95% of the total value.

MISSION STATEMENT

The Export Program introduces international wine trade, media, and consumers to California wines and educates them on the quality, character, and range of wine styles produced in California's diverse wine regions.

CALIFORNIA WINE EXPORT FACTS

01

**CALIFORNIA IS THE 4TH
LARGEST WINE-PRODUCING
REGION IN THE WORLD**



02

**THE UNITED STATES IS THE
#1 MARKET FOR TOTAL
WINE CONSUMPTION
GLOBALLY**



03

**CALIFORNIA WINES
MAKE UP 95 + % OF ALL
US WINE EXPORTS**



CALIFORNIA WINE EXPORT FACTS

04

**THE EXPORT PROGRAM
LEADS MARKETING
ACTIVITIES IN 30
COUNTRIES WORLDWIDE**



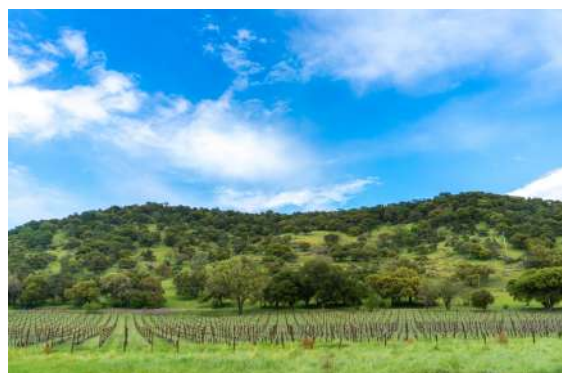
05

**WINE INSTITUTE HAS 10
INTERNATIONAL REPS IN
LEADING WINE MARKETS
GLOBALLY**



06

**THE EXPORT PROGRAM
INCLUDES 220 +
WINERIES THAT EXPORT
TO 142 COUNTRIES.**



EXECUTIVE COMMITTEE

The Executive Committee serves as an advisory board for the Export Program to provide direction and oversight for program activities and finances. The committee is made up of active members of the International Programs Committee.

Sally Burton

Vice President of International Marketing
Jackson Family Wines

Molly Davis

Vice President, International Marketing
E. & J. Gallo Winery

Vivien Gay

Director of International Sales
Silver Oak | Twomey | OVID

Brad Groper

Chief Sales Officer
Long Meadow Ranch Wine Estates

Joan Kautz

Global Sales and Marketing
Kautz Family Vineyards

Joseph Lange

International Sales
LangeTwins Family Winery and Vineyards

Michael Parr

Vice President, International Sales
Wente Family Estates

Leigh Ann Reed

International Sales Director
Boisset Collection

Claudia Schug

Partner/Export Sales
Schug Winery

Brent Shortridge

Export Director
Schramsberg Vineyards

Abigail Smyth

Export Director
Crimson Wine Group





CALIFORNIA WINE EXPORT PROGRAM

ACTIVITIES AND OVERVIEW

The International Marketing team, based in Sacramento, runs Wine Institute's Export Program for California wineries and supports sales of California wines globally with an annual program of marketing and sales promotion activities.

Guided by a committee of participating wineries, Wine Institute's export programs are designed to introduce international wine trade and media to California wine and educate them on the quality, character, and range of styles produced in California's diverse wine regions. Data and analysis of foreign markets, along with information on how to gain market entry is also provided to assist wineries new to the export scene.











Wine Institute representatives abroad provide in-market support and strategies to wineries for the markets below as well as many new emerging markets.

Australia, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, Germany, Finland, Estonia, France, Hong Kong, Iceland, India, Ireland, Israel, Japan, Kenya, Macau, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Norway, Oman, the Philippines, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Switzerland, Taiwan, Thailand, the United Arab Emirates (UAE), the United Kingdom, Uganda, Ukraine and Vietnam.

WORLD STATISTICS



TOP 10 COUNTRIES

| | | | | | | | |
|---|-----------------|---------------|---|----|--------------------|--------------|---|
| 1 | CANADA | \$443,000,000 |  | 6 | CHINA | \$63,000,000 |  |
| 2 | EUROPEAN UNION* | \$152,000,000 |  | 7 | HONG KONG | \$39,000,000 |  |
| 3 | UNITED KINGDOM | \$143,000,000 |  | 8 | MEXICO | \$26,000,000 |  |
| 4 | JAPAN | \$90,000,000 |  | 9 | DOMINICAN REPUBLIC | \$25,000,000 |  |
| 5 | SOUTH KOREA | \$68,000,000 |  | 10 | SINGAPORE | \$17,000,000 |  |

POSITIONING CALIFORNIA WINES AROUND THE GLOBE

Our long-term vision for California wine exports is to help develop U.S. wine exports to exceed \$2.5 Billion in annual sales by 2030, with California wines contributing more than 95% of those sales. To achieve this goal, our plan is to gain market share by building momentum in current markets, expand into new markets, and increase the number of California wineries that export.

WE POSITION CALIFORNIA WINES THROUGH GLOBAL PARTICIPATION IN TRADE SHOWS & TASTINGS

- California winery trade missions to global wine markets
- Wine education seminars
- Retail and restaurant programs
- Wine trade exhibitions

WE BRING TRADE AND MEDIA VISITS TO CALIFORNIA TO EXPERIENCE OUR DIVERSITY

- Educational visits for trade and media to regions all over California
- Buying missions for importers and key accounts
- [Global Buyers Marketplace](#)
- Introductions to new-to-market wineries

WE LAUNCH CAMPAIGNS THAT APPEAL TO TRADE AND CONSUMERS

- Public relations and social media campaigns (Facebook, Instagram) in 18 countries
- [Discover California Wines](#) website in 10 countries
- [Capstone California](#) - a comprehensive educational platform and certification program
- Educational webinars and virtual tastings

HELPING MEMBERS POSITION THEIR WINES INTERNATIONALLY

- In-market representatives assist with market development, insights and importer leads
- Member Export conferences and webinars cover key topics with guest speakers and market experts
- International Marketing Sustainability Specialist on staff
- Member meetings with updates on key markets from international representatives.

We work to carry the global message of California Wines internationally by designing programs and leading activities in 30 countries to help our members reach their export goals.

SEE OUR [ACTIVITY CALENDAR](#)

INTERNATIONAL TEAM



GREATER CHINA AND SOUTHEAST ASIA

China, Hong Kong, Taiwan, South Korea, Singapore, Philippines, Vietnam

CHRISTOPHER BEROS

Christopher became Asia director (formerly China director) at Wine Institute in 2015. Prior to joining the team, he founded California-China Wine Trading, Inc. in 2007 and served as CEO and chairman. Christopher was previously in the investment banking business, focusing on food and beverage, retailing, and consumer products. He had many winery clients during his tenure in banking and developed a strong knowledge of the wine industry. Christopher has traveled extensively throughout Asia and has numerous business relationships there, in addition to his U.S. industry contacts. He holds a bachelor's degree and MBA from the University of California at Berkeley and has lived primarily in Asia since 2007.



CANADA

DANIELLE GIROUX

Danielle brings more than 16 years of expertise to Wine Institute, where she leverages her experience in national wine marketing and winery strategic planning to help California Wines realize its full potential in the Canadian marketplace. Most recently, she served as vice president of marketing for Colio Estate Wines in Ontario. During her 10 years at Vincor (now Constellation), she successfully managed the growth of national wine brands, from entry level to high-end luxury, in both the domestic and import categories. Following her desire to be an entrepreneur, Danielle became a winery marketing consultant for clients such as Don Triggs, former president at Vincor, for whom she created a 10-year strategic plan and launch strategy for the luxury winery Culmina Estates.

INTERNATIONAL TEAM



CONTINENTAL EUROPE & AFRICA

PAUL MOLLEMAN

Paul graduated from The Hague Business School in the Netherlands in 1987 and joined DHL Worldwide Express as marketing manager in the company's European headquarters in Brussels. In 1991, he relocated to California and joined Wine Institute's International Marketing Department. Paul moved back to the Netherlands in 1994 to open the European office and for the past 25 years, he has managed the California Wines program in approximately 15 European countries.



CONTINENTAL EUROPE & AFRICA

MARCO TIGGELMAN

After graduating in International Management at the Breda Business school in 1991, Marco started his career in marketing sweets, cheeses and other consumer products with several posts abroad. After obtaining a post-graduate Masters degree in Marketing and following a Production & Science course at UC Davies, Marco worked in the wine industry for various clients in Australia, Argentina and Eastern Europe since 2002. He joined the California Wine Institute's European Team in 2019.

INTERNATIONAL TEAM



NORTH ASIA & AUSTRALIA

Japan, South Korea, Australia & New Zealand

HIRO TEJIMA

Appointed in 2018, Hiro is the joint trade director for Japan, along with co-director Madoka Ogiya. A graduate of Claremont McKenna College in Los Angeles and a former management consultant with Pricewaterhouse Coopers in Tokyo, he has a proven track record in successful category promotion of wine, ranging from trade and consumer tastings to wine by-the-glass promotional execution to running wine education programs and seminars. Prior to joining the CWI, Hiro was Wine Australia's Sydney-based regional director for Asia Pacific.



NORTH ASIA & AUSTRALIA

MADOKA OGIYA

Madoka Ogiya joined Wine Institute in 2018 as the joint trade director for Japan, along with co-director Hiro Tejima. A passionate and dynamic leader within Japan's wine industry over the past 13 years, Madoka gained intimate knowledge of California in the 1990s while living in Los Angeles and working for Japan Airlines. Since then, she has successfully created and continues to run The Opener Co., Ltd., a business venture that includes champagne importation and two wine bars in Tokyo. Madoka is a certified WSET Diploma holder and is well versed in international wines.

INTERNATIONAL TEAM



UNITED KINGDOM, IRELAND, INDIA & UNITED ARAB EMIRATES

DAMIEN JACKMAN

Damien is a partner at Jackman McGovern, a global agency that supports and promotes U.S. exports of food and wine. As part of this role, he is co-trade director of the California Wine Institute UK and Ireland. Damien previously practiced as a banking and finance lawyer at Minter Ellison, one of Australia's leading law firms, and was general counsel EMEA for Treasury Wine Estates in London. At Treasury he managed government and regulatory issues across all UK and European markets, including labeling, excise and importation issues, intellectual property and corporate affairs, as well as commercial input and legal sign-off responsibility for all EMEA sales and marketing programs. Damien holds Bachelor of Laws and Bachelor of Business degrees from the Queensland University of Technology, and was admitted as a Solicitor to the Supreme Court of Queensland in 2000 and the High Court of Australia in 2004.



UNITED KINGDOM, IRELAND, INDIA & UNITED ARAB EMIRATES

JUSTINE MCGOVERN

Justine is a partner at Jackman McGovern, a global agency that supports and promotes U.S. exports of food and wine. She is also co-trade director of the California Wine Institute UK and Ireland. In 2018 Justine founded Wine Spirit Women, a support organization for young women in the British Isles that provides scholarships and sponsorships while offering a networking platform. She has more than 20 years of experience in the global wine market, working with clients including Napa Valley Vintners, Wines from Spain, Berry Bros & Rudd, and E. & J. Gallo. She was wine director for the Wine Development Board prior to starting her own consultancy. Justine earned degrees in law and business and a postgraduate diploma in finance at University College Cork, and she holds a WSET Diploma.

INTERNATIONAL TEAM



MEXICO

ADRIANA CADENA

Adriana is the founding director and CEO of Enlaces Gastronómicos, a company dedicated to organizing culinary events, seminars, gastronomic products promotion, and general consulting in the food and beverage sector. As the first agency in Mexico to specialize 100% on the culinary scene, the company enjoys privileged relationships with some of the most influential chefs and sommeliers nationwide and internationally. With 20+ years of expertise, Adriana has strong relationships with key players in the F&B industry and serves as a bridge between numerous clients. Putting her experience to work for the most important culinary projects in Mexico, Adriana has contributed to building and showcasing the national culinary scene on an international level. She also helps to position young and emerging culinary creators through her latest project, La Escena Inminente.

CALIFORNIA TEAM



HONORE COMFORT

Vice President, International Marketing

Honore draws on 18 years of international wine marketing, association management, and brand strategy experience to promote export sales of California wines and build the California Wines brand on a global scale. Prior to joining Wine Institute in 2019, she served for nearly 10 years as the executive director of the Sonoma County Vintners, a trade marketing organization for Sonoma County wineries. Previously with Foster's Wine Estates Americas (now Treasury Wine Estates), Honore headed up North American marketing efforts for several major wine brands. In 2015 she became the president of Brack Mountain Wine Company in Sonoma County, where she oversaw sales and marketing, brand development, and business strategy.



DIANE BERARDI

Manager, Operations and Member Relations

Diane has been with Wine Institute since 2000, coordinating trade and media groups for winery visits and managing international member relations. She also manages the department's operational functions in addition to her member relations role. Along with receiving a WSET Level 2 certification from the Napa Valley Wine Academy, Diane holds a bachelor's degree in radio and TV broadcasting with an emphasis in marketing and promotions. She also earned a Meeting Planning certificate from San Francisco State University.

CALIFORNIA TEAM



KATE VENUGOPAL

Director, International Marketing and Sustainability Specialist

Kate joined Wine Institute's International Marketing team in 2022, after 8 years in the Environmental Affairs Department and the California Sustainable Winegrowing Alliance (CSWA). She has worked closely with California growers and vintners, industry partners, key stakeholders, and academia to drive the adoption of sustainable winegrowing practices in California and beyond. Kate also brings experience in the policy arena after working in DC for a member of Congress representing Northern California on agricultural and natural resources policy, where she first began working with the California wine community in 2010.



DREW SAKAUE

Finance Manager

Joining the team in April 2021, Drew is a CPA with more than seven years of public accounting experience focusing on governmental and nonprofit entities. At Wine Institute, he utilizes his experience as a former audit supervisor to oversee grant compliance, accounting for the International Marketing Department, and budget forecasting. Drew previously spent five years at Crowe and two years at James Marta & Company conducting audits and providing training on federal compliance, US GAAP, and financial reporting. Born and raised in San Jose, Calif., he later moved to Sacramento and earned a bachelor's degree from CSU Sacramento in business administration with a concentration in accountancy.

BENEFITS OF MEMBERSHIP

1. Essential insights on export markets around the world from Wine Institute's team of international representatives.

Markets include Australia, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, Germany, Finland, Estonia, France, Hong Kong, Iceland, India, Ireland, Israel, Japan, Kenya, Macau, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Norway, Oman, the Philippines, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Switzerland, Taiwan, Thailand, the United Arab Emirates (UAE), the United Kingdom, Uganda, Ukraine and Vietnam.

2. Access and introductions to brokers and importers throughout the world who are eager to connect and do business with California wineries.

3. Invitations to participate in annual events, promotions, and programs in leading markets around the world, including California Pavilions at major international tastings and trade shows. This includes opportunities to participate in retail promotions, on-premise programs, and consumer events; streamlined consolidated wine shipments to international trade events; and options to feature your wines in seminars and tastings for key trade influencers.

4. Opportunities to participate in trade and media visits to California wine regions organized by Wine Institute's International Department. You will be invited to host trade buyers and wine writers at your winery property, participate in panel discussions or walk-around tastings, and have your wines featured at dinners and events.

5. Opportunities to feature your wines or winemaker in trade education seminars, trade tastings, and programs developed specifically for trade stakeholders.

6. Preferred access to the [Global Buyers Marketplace](#) and invitations to members-only events, webinars, meetings, and conferences.

7. Access to market data and reports, importer lists, and U.S. export statistics through the California Wine Export Program member website.

8. Preferred access to the new California Wines Education and Certification program, including [Capstone California](#), educational materials, videos, and support programs.

9. Access to the Export Mentor program for New to Export and New to Market wineries.

10. Expert counsel and information on international trade policy, export requirements, and market information including tax and tariff rates upon request.

BOTTLEBOOKS

California Wines has partnered with Bottlebooks, an innovative online platform designed to store and manage key wine information for various events and opportunities. This cutting-edge software facilitates seamless and sustainable exchanges of product information within the wine industry, making it easier for trade professionals to access and share essential data.

As part of our Wine Export Program, we encourage our member wineries to utilize Bottlebooks by inputting details of any participating or requested wines. This contributes significantly to enhancing the overall experience of our shows and events. Additionally, Bottlebooks streamlines the creation of accurate shipping information for our global events, ensuring smooth logistics and efficient operations.

Through this partnership, Bottlebooks becomes a centralized hub, showcasing the diverse and exceptional wines that California has to offer. This collaboration not only bolsters the visibility of California wines but also supports the industry's commitment to sustainability.

View the [California Wines Global Directory](#). This directory maximizes visibility to your winery & wines in the global marketplace.





CALIFORNIA WINE EXPORT MENTORSHIP PROGRAM

DESCRIPTION OF PROGRAM

The California Wine Mentorship Program creates opportunities for professional guidance, export strategy, and network development within the [California Wine Export Program](#) member community. This program matches knowledgeable export member wineries wanting to share expertise with wineries looking to export to new markets or further their impact in an established market.

OBJECTIVE OF PROGRAM

The California Wine Export Program hosts an extensive network of member wineries of different production volumes and commercial appeal that have enjoyed success in various markets around the world. Through sharing resources and experience, the Mentorship Program aims to create a welcoming, inclusive platform for all of our members to be successful, because we all will benefit from growing California wine exports.

DESCRIPTION OF MENTOR

Mentors are seasoned in the business of export sales and operating in global markets. A mentor is willing to share their knowledge and experience with mentees, as well as provide professional guidance and resources. We are always looking to bring in new mentors to the fold, so if you fit the criteria, please get in touch.

DESCRIPTION OF MENTEE

Mentees seek to expand their understanding of export markets and gain valuable insights from those who know. They may be new to the Export Program or simply interested in expanding into a new market. They are looking forward to gleaning important tips and tools from this network of over 200 Winery Members.

HOW IT WORKS:

1. Check the box on your membership form if you're interested in participating in the program.
2. Diane Berardi, Manager of Operations/Memberships, will be in touch and follow up about your specific interests and goals.
3. Once we have a better understanding of your goals, we will explore our network to match mentees with mentors, matching areas of interest and expertise.
4. Diane will coordinate an introductory email between mentor and mentee.
5. You can take it from there to schedule a 1-on-1 meeting: which could take place by phone, email, Zoom, or in-person at the discretion of the mentor/mentee.

MEMBERSHIP DUES

Membership dues for the [California Wine Export Program](#) is based on gallons or dollars for 2023. All exports should include your bottled and bulk wines exported. The membership should include all California brands under the winery or company. The fee structure can range from \$600-\$140,000 depending on your export category listed below:

| GALLONS | GALLONS | OR | DOLLARS (USD) | DOLLARS (USD) | MEMBERSHIP FEES |
|------------|------------|----|---------------|---------------|-----------------|
| 1 | 1,999 | or | \$1 | \$49,999 | \$600 |
| 2,000 | 3,499 | or | \$50,000 | \$99,000 | \$750 |
| 3,500 | 5,499 | or | \$100,000 | \$149,999 | \$1,000 |
| 5,500 | 9,999 | or | 150,000 | \$199,999 | \$1,500 |
| 10,000 | 11,999 | or | \$200,000 | \$274,999 | \$2,000 |
| 12,000 | 19,999 | or | \$275,000 | \$349,999 | \$2,500 |
| 20,000 | 34,999 | or | \$350,000 | \$424,999 | \$3,250 |
| 35,000 | 49,999 | or | \$425,000 | \$499,999 | \$4,500 |
| 50,000 | 74,999 | or | \$500,000 | \$749,999 | \$6,500 |
| 75,000 | 99,999 | or | \$750,000 | \$999,999 | \$8,000 |
| 100,000 | 149,999 | or | \$1,000,000 | \$1,499,999 | \$10,500 |
| 150,000 | 199,999 | or | \$1,500,000 | \$2,499,999 | \$15,000 |
| 200,000 | 399,999 | or | \$2,500,000 | \$3,999,999 | \$18,000 |
| 400,000 | 599,999 | or | \$4,000,000 | \$5,999,999 | \$24,000 |
| 600,000 | 999,999 | or | \$6,000,000 | \$6,999,999 | \$30,000 |
| 1,000,000 | 1,999,999 | or | \$7,000,000 | \$19,999,999 | \$36,000 |
| 2,000,000 | 3,499,999 | or | \$20,000,000 | \$29,999,999 | \$45,000 |
| 3,500,000 | 4,999,999 | or | \$30,000,000 | \$39,999,999 | \$50,000 |
| 5,000,000 | 6,999,999 | or | \$40,000,000 | \$59,999,999 | \$60,000 |
| 7,000,000 | 9,999,999 | or | \$60,000,000 | \$74,999,999 | \$75,000 |
| 10,000,000 | 12,999,999 | or | \$75,000,000 | \$89,000,000 | \$90,000 |
| 13,000,000 | 15,999,999 | or | \$90,000,000 | \$119,999,999 | \$120,000 |
| 16,000,000 | Over | or | \$120,000,000 | Over | \$140,000 |

INVOICING

Those registering at the \$600 level, may pay by credit card through the online registration link before clicking submit. Dues for all other membership levels can be billed semi annually in July or January and can be paid by check or our online payment portal.

If an invoice is needed for the \$600 category please send a request to [Diane Berardi](#).

CONTACT US

FOR FURTHER INQUIRIES

calwinexport.com

[Diane Berardi](#)

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2024

