



overview of  
**NAPA VALLEY**



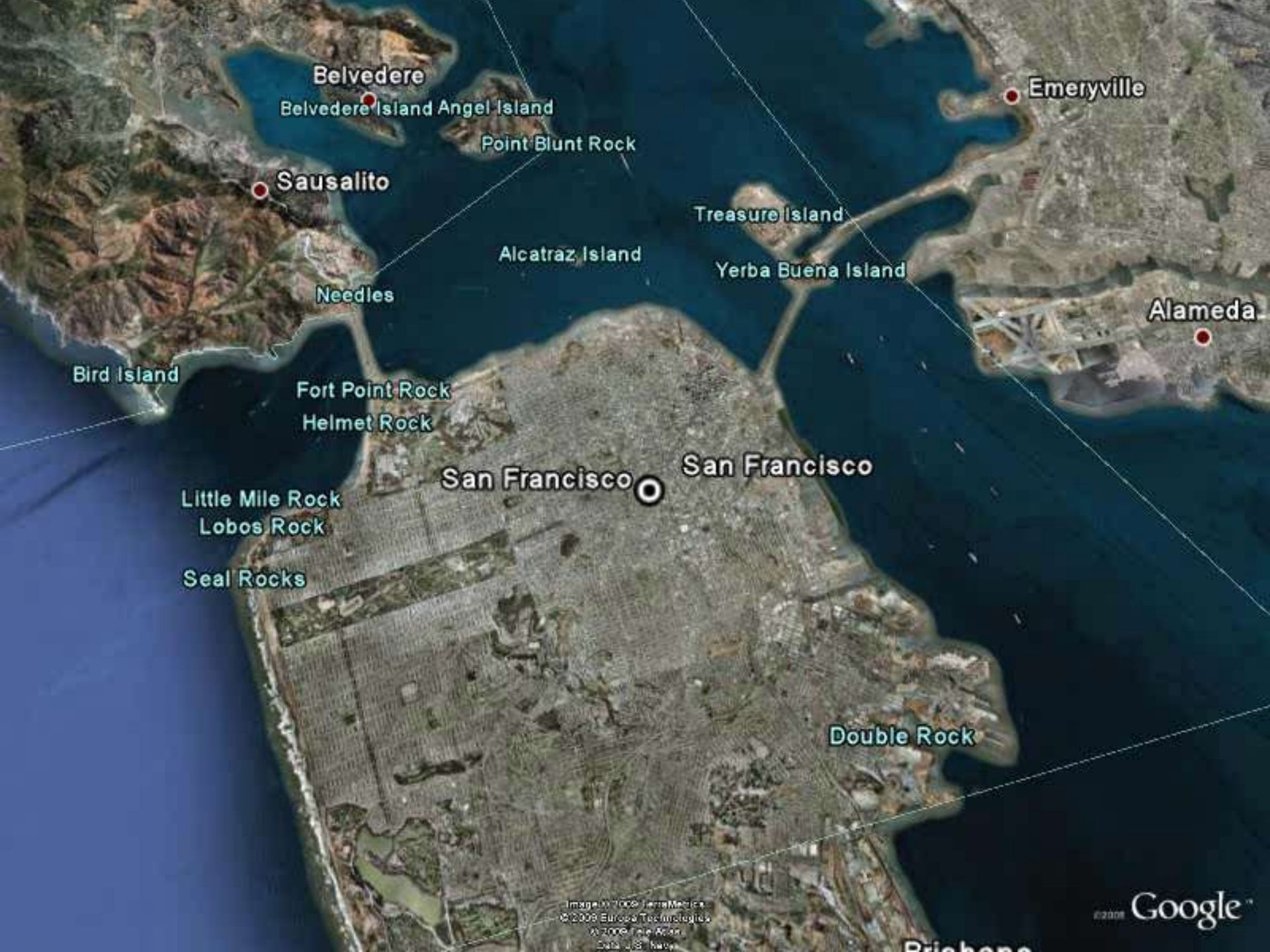
# The Mission of the Napa Valley Vintners: To promote, protect and enhance the Napa Valley appellation and its wines



NAPA VALLEY



napa valley vintners



Belvedere

Belvedere Island Angel Island

Point Blunt Rock

Emeryville

Sausalito

Treasure Island

Alcatraz Island

Yerba Buena Island

Needles

Alameda

Bird Island

Fort Point Rock

Helmet Rock

San Francisco

San Francisco

Little Mile Rock

Lobos Rock

Seal Rocks

Double Rock

Image © 2008 TerraMetrics  
© 2008 Europa Technologies  
© 2008 Ingle Air  
Data US Navy

©2008 Google

Richmond



Napa Valley is one of  
the most diverse  
wine growing regions in  
the world



napa valley vintners

We have  
the research  
behind it



napa valley vintners

The Science Behind the  
Napa Valley Appellation



## NAPA VALLEY

Small in size.  
Big in quality and diversity

4% of California wine

4/10ths of 1% of the  
world's wine



Napa Valley AVA



napa valley vintners

# NAPA VALLEY

Distance to Pacific Ocean  
↔ 36mi / 58km

Distance to San Francisco  
↓ 48mi / 77km

Distance to Los Angeles  
↓ 360mi / 579km



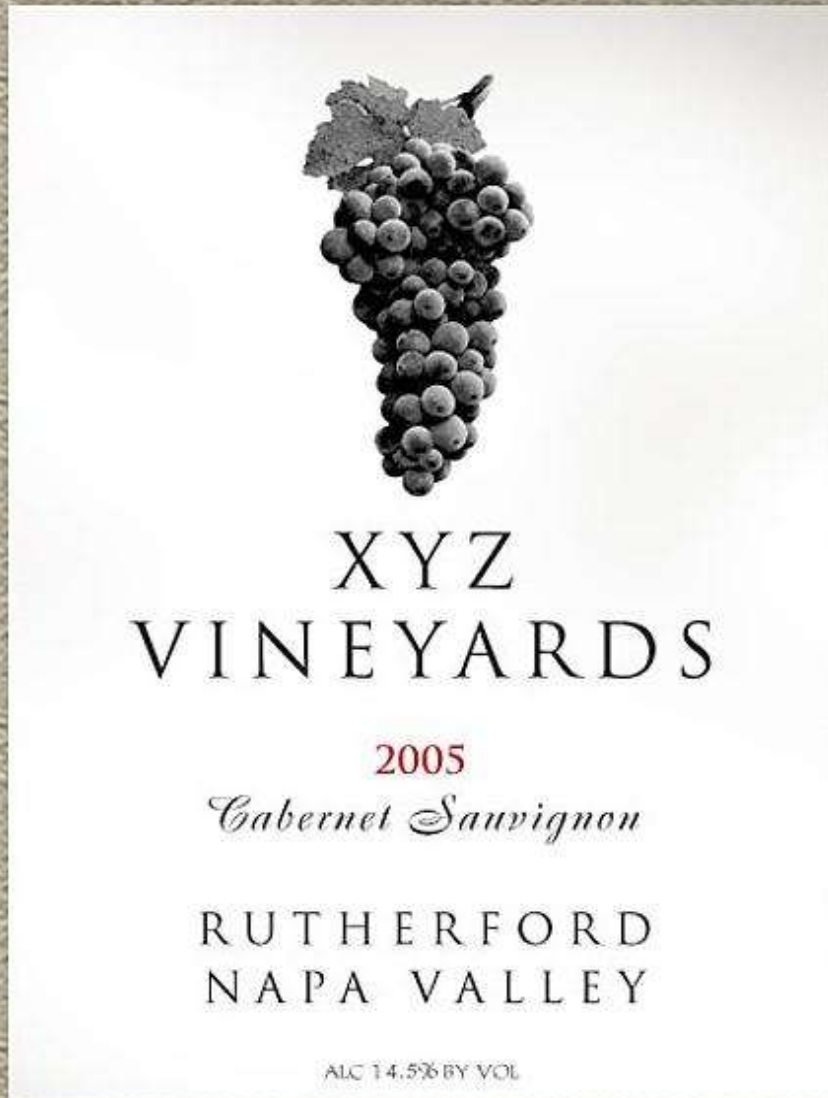


# Protecting Napa Valley

## Conjunctive Labeling:

If the nested AVA is listed, Napa Valley must also be listed

1989 CA state law sponsored by Napa Valley Vintners



napa valley vintners

# Protecting the Napa Name

## In the beginning...

It's not the hill...

It's not the estate...

It's not the ranch...

And it's certainly

not the dust.



It's confusing. With so many labels laying claim to the Rutherford name, you can hardly tell a shrub from a vine. To clarify, consider this sprig of vintner wisdom. Good grapes, like the grapes in our Barrel Select Merlot, make good wines. Simple enough. And you don't have to be a wise old winemaker to know where grapes come from.

**Rutherford**  
VINEYARDS

RUTHERFORD, CA 800.692.5780

It's the

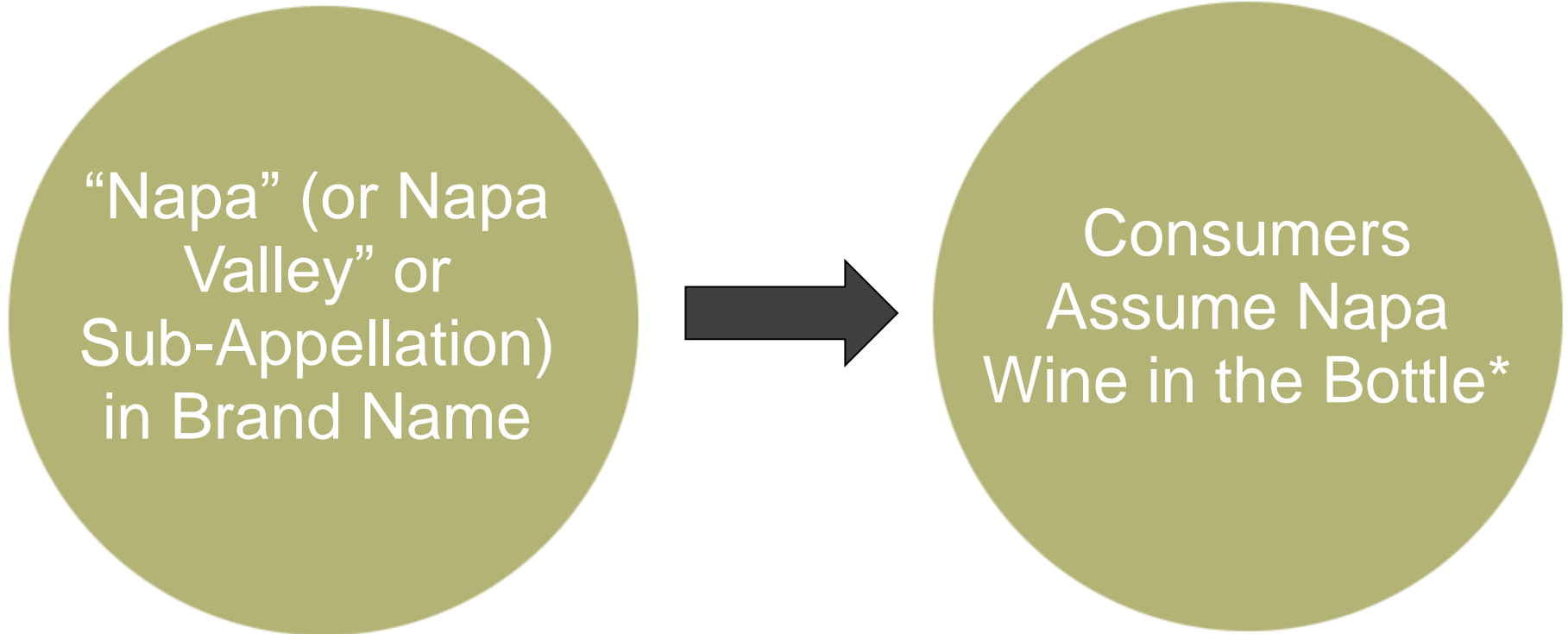
vineyards!



napa valley vintners

# Geographical Indication Issues

## Consumer Confusion



\* April 2000, Tootelian & Associates (Sacramento, CA) Research



# Protecting the Napa Name

In 2000 the State of California passed a law supporting NVV efforts to require more accurate labeling of wine using the "Napa" name

Following a six-year legal battle, the law was upheld by the US Supreme Court earlier this year

## U.S. Supreme Court allows Napa wine label law



**Fred Franzia**  
Wines bought last century targeted.

Franzia's Bronco Wine Co. loses final appeal, clearing way for implementing of state's truth-in-labeling statute

By KEVIN McCALLUM  
THE PRESS DEMOCRAT

A legal battle over a state law requiring Napa-labeled wines to be made from Napa grapes ended Monday when the U.S. Supreme Court refused to consider a challenge to the law by a wine giant famous for its popular "Two Buck Chuck" brand.

The decision paves the way for California's truth-in-labeling law to be implemented more than five years after it was passed by the Legislature.

It marks the final blow to the long legal fight against the law by marwick winemaker Fred Franzia and his Corvina-based Bronco Wine Co.

"It certainly is the end of this case," said Peter Brody, an attorney for Bronco. "There is nowhere else to go."

The Napa Valley Vintners, the trade group that pushed for the 2000 law and spent an estimated \$1.5 million to help defend it, celebrated the decision as a victory for consumers and Napa's wine industry.

"We are absolutely thrilled with the news," said Linda Reiff, executive director of the group. "Now the 2000 law is taking effect in 2006."

State Sen. Wesley Cheslen, the Archibald Democrat who authored the law, also praised the decision.

TURN TO WINE, PAGE A13

## Bill Passed To Protect Napa's Name

Wines must be made mostly of county grapes

By Peter Malow  
California State Worker

The Legislature stepped into a long-running wine controversy last year by passing a bill to the governor that protects use of the Napa name to wines made from grapes grown in Napa County.

Napa vintners backed the bill to stop Bronco Wine Co. of Corvina (Sonoma County) from potentially flooding the market with wine carrying a Napa label but made from grapes from other parts of the state.

Supporters said the bill was just a truth-in-advertising measure that would assure consumers Napa wine was made from Napa grapes.

Opponents claimed it unfairly penalized Bronco and damaged the value of its \$40 million purchase of Sonoma's Napa Ridge brand.

"Napa wine is the engine that drives the value of grapes and wine in California," said Sen. Wesley Cheslen, chairman of the bill's author. "This is good for the entire wine

## Battle over 'Napa' moves back to U.S. Supreme Court



The six-year legal battle over the meaning of "Napa" has moved to what should be the final arena -- the U.S. Supreme Court.

Bronco Wine Co., producer of its famous "Two Buck Chuck" wine, has argued that the U.S. Supreme Court (SCOTUS) must determine whether the word "Napa" on wine labels refers to the grape variety, the vineyard location, or both. The state law prohibits use of "Napa" on wine made from grapes grown outside Napa County.

But the NVV has argued that the law is unconstitutional because it is a "truth-in-labeling" law that prevents use of "Napa" on wine made from grapes grown outside Napa County.

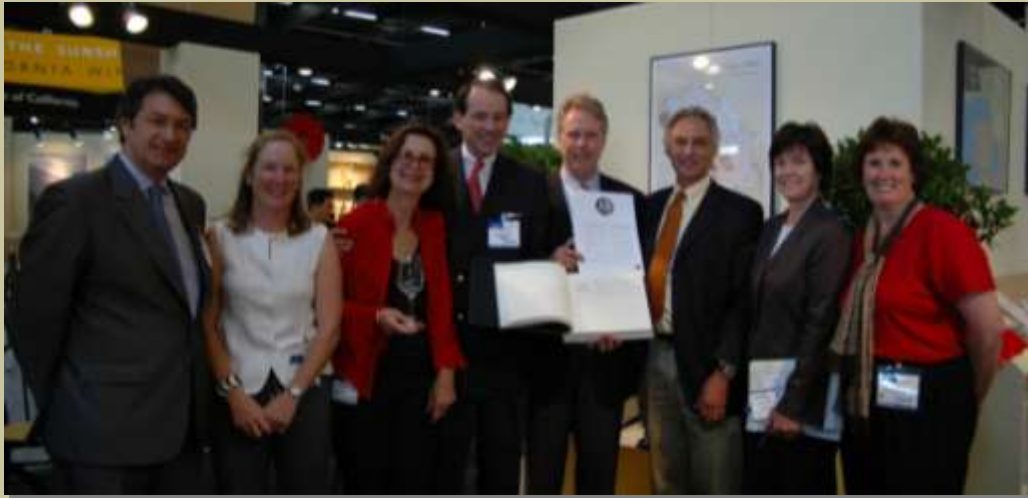
The NVV has argued that the law is unconstitutional because it is a "truth-in-labeling" law that prevents use of "Napa" on wine made from grapes grown outside Napa County.

State Sen. Wesley Cheslen, the Archibald Democrat who authored the law, also praised the decision.



# Protecting the Napa Name

Napa Valley Vintners salute their European counterparts' commitment to terroir and launch a "Place is Important to Wine" initiative at Vinexpo 2005





JOINT DECLARATION TO PROTECT  
WINE PLACE & ORIGIN

Whereas, it is generally acknowledged that there are a handful of truly extraordinary places on earth from which great wine is consistently produced.

Whereas, the names of these places are printed on labels side-by-side with the names of the producers to identify the origin of the wine.

Whereas, wine, more than any other beverage, is valued based on its association to its place of origin—and with good reason.

Whereas, even before modern technology allowed us to tie specific definitions to the soils, terrain, and climates of noted wine regions, winemakers were drawn to these special places.

Whereas, the names of these places are familiar, and synonymous with quality.

Whereas, we respectfully submit that the place where wine is grown plays a very important role in a consumer's selection process.

Whereas, we are furthermore united in our belief that the geographic place names of wine regions are the sole birthright of the grapes that are grown there, and when these names appear on wines that do not contain fruit from that region, they lose their integrity and their relevance, becoming merely words.

Therefore, be it resolved that we, as some of the world's leading wine regions, join together in supporting efforts to maintain and protect the integrity of these place names, which are fundamental tools for consumer identification of great winegrowing regions and the wines they produce.

Joel Aiken  
Bosco Trevisani  
Christ McEwen  
James McPherson  
Amy Peterson  
NAPA, 26th July 2005

# Protecting Place Names

July 26, 2005 leading wine regions meet in Napa to sign the “Napa Declaration” and form the Alliance of Wine Regions:

Champagne  
Oporto  
Jerez  
Oregon  
Washington  
Napa Valley



# San Francisco Chronicle

## Napa vintners finally get name recognition

### European Union agrees this week on special designation for region

[George Raine, Chronicle Staff Writer](#)

Wednesday, May 23, 2007

In China, Spain, Chile, Tahiti and other parts of the world there are at least a dozen winemakers using the words Napa or Napa Valley in their brand names in what California vintners say is a deliberate attempt to deceive customers.

Such misleading marketing will be more difficult to pull off in Europe after the European Union this week formally granted Napa Valley what is known as geographic indication status.

# Protecting Place Names

In 2007, Napa was granted Geographic Indication status in the European Union – the first non-European region to be granted this esteemed honor





# Napa Valley: Legendary American Wines

Learn more: [NapaVintners.com](http://NapaVintners.com)



Become a fan: [Facebook.com/NapaVintners](https://www.facebook.com/NapaVintners)



Follow us on Twitter: [@NapaVintners](https://twitter.com/NapaVintners)



Read our blog: [NapaVintners.com/blog](http://NapaVintners.com/blog)



napa valley vintners