

APPELLATIONS OF NAPA VALLEY



NAPA VALLEY IS NOT JUST CALIFORNIA WINE COUNTRY



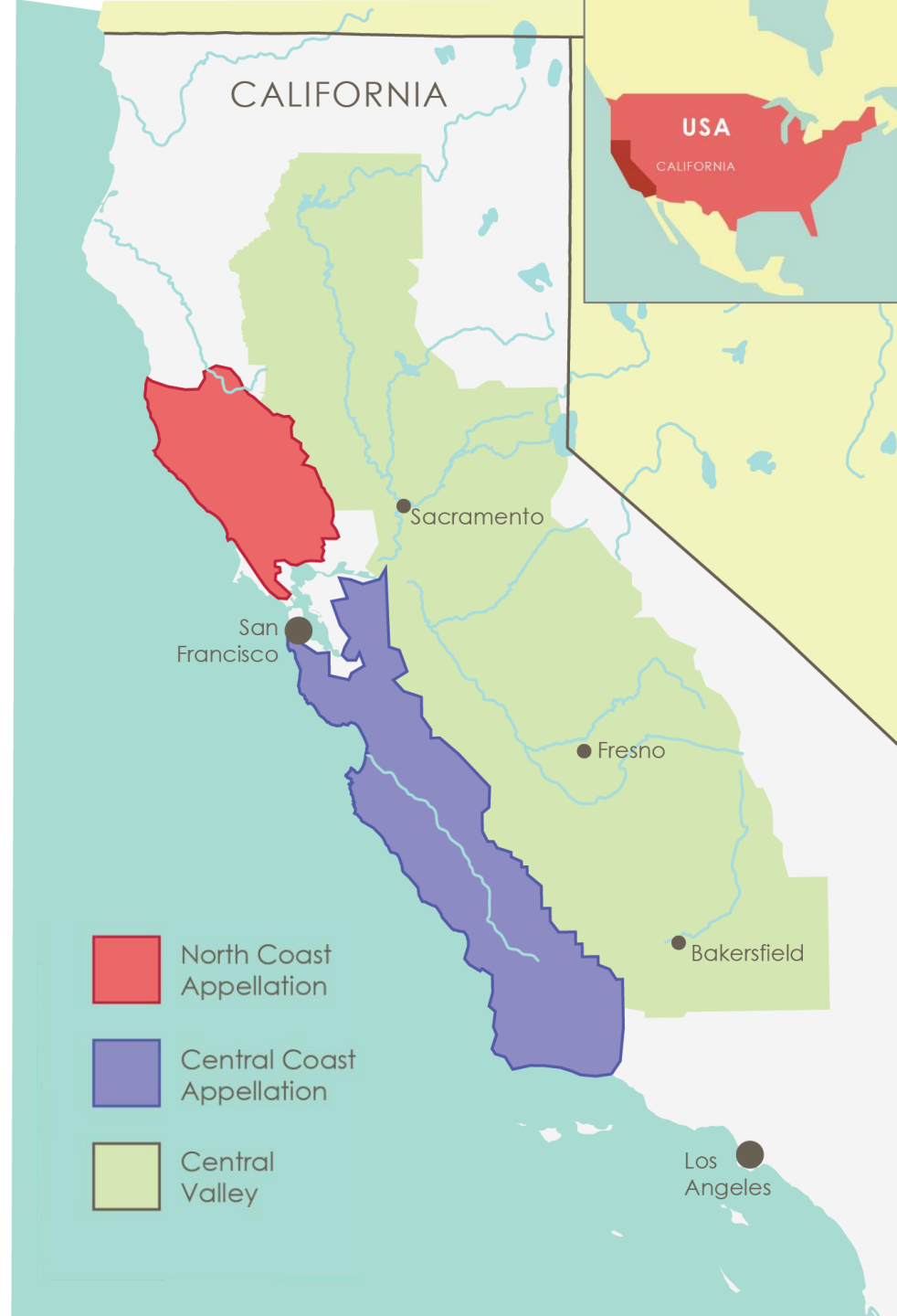
NAPA VALLEY IS AMERICA'S PREMIER WINE DESTINATION




CALIFORNIA'S
BEST WINE
REGIONS ALL
LIE ALONG
THE COAST –
BOTH NORTH
AND SOUTH
OF THE
BAY AREA



THESE ZONES
ARE SPLIT INTO
THE **NORTH COAST**
AND THE
CENTRAL COAST,
EACH OF WHICH
IS FORMALLY
REGULATED AS
AN “AMERICAN
VITICULTURAL
AREA” OR **AVA**

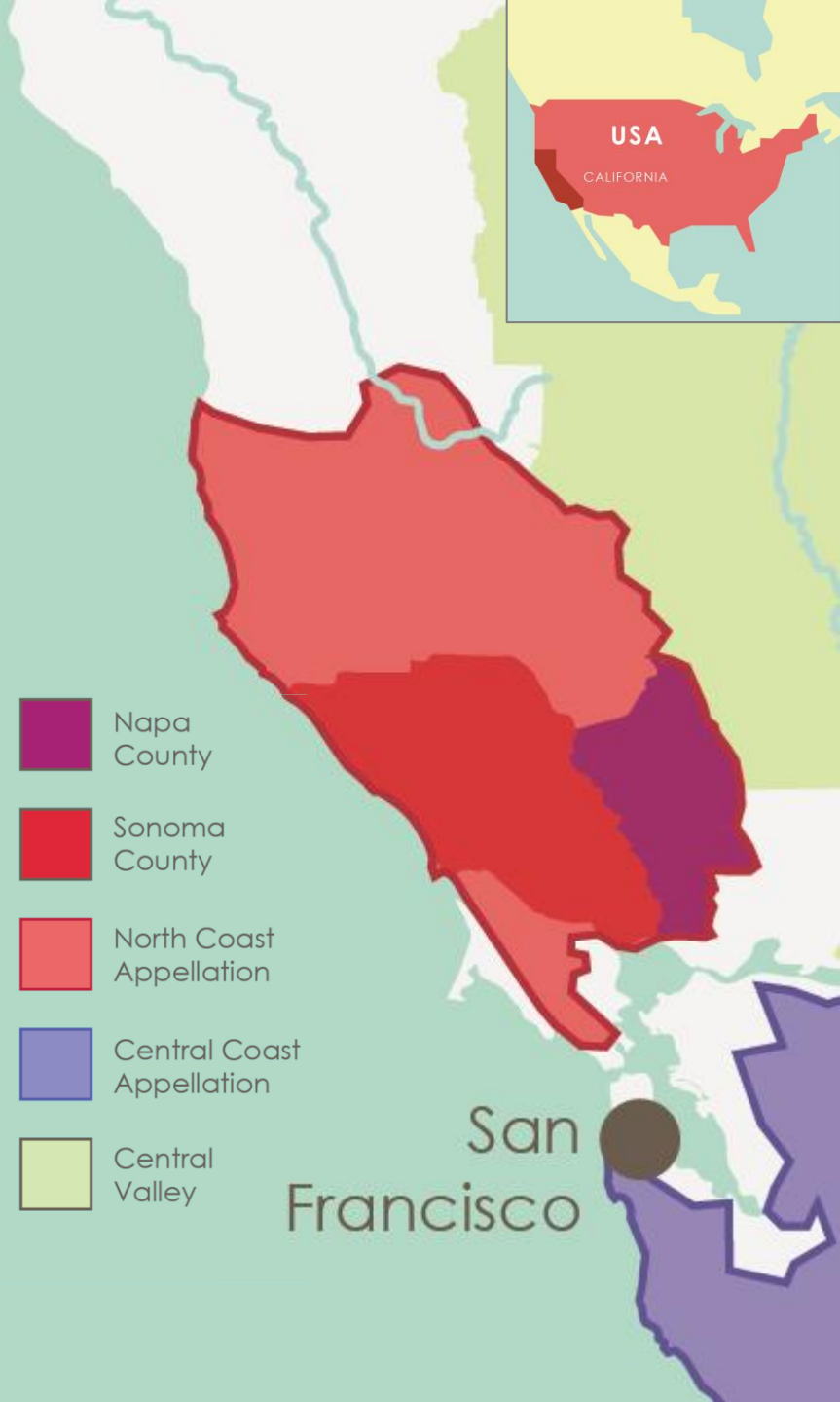


THE **NORTH
COAST AVA**
COMPRISES
FIVE COUNTIES,
INCLUDING
THE TOP TWO:
NAPA COUNTY
AND
**SONOMA
COUNTY**

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- A map of the North Coast AVA region in California. The map shows the coastline of California with the North Coast AVA highlighted in red. Within this region, Napa County is highlighted in purple and Sonoma County is highlighted in red. The Central Valley is highlighted in light green. The San Francisco Bay Area is shown in the bottom right, with a black dot representing San Francisco. A legend on the left side of the map identifies the colors: purple for Napa County, red for Sonoma County, light red for North Coast Appellation, light blue for Central Coast Appellation, and light green for Central Valley. An inset map in the top right corner shows the location of the North Coast AVA within the state of California and the United States.
- Napa County
 - Sonoma County
 - North Coast Appellation
 - Central Coast Appellation
 - Central Valley

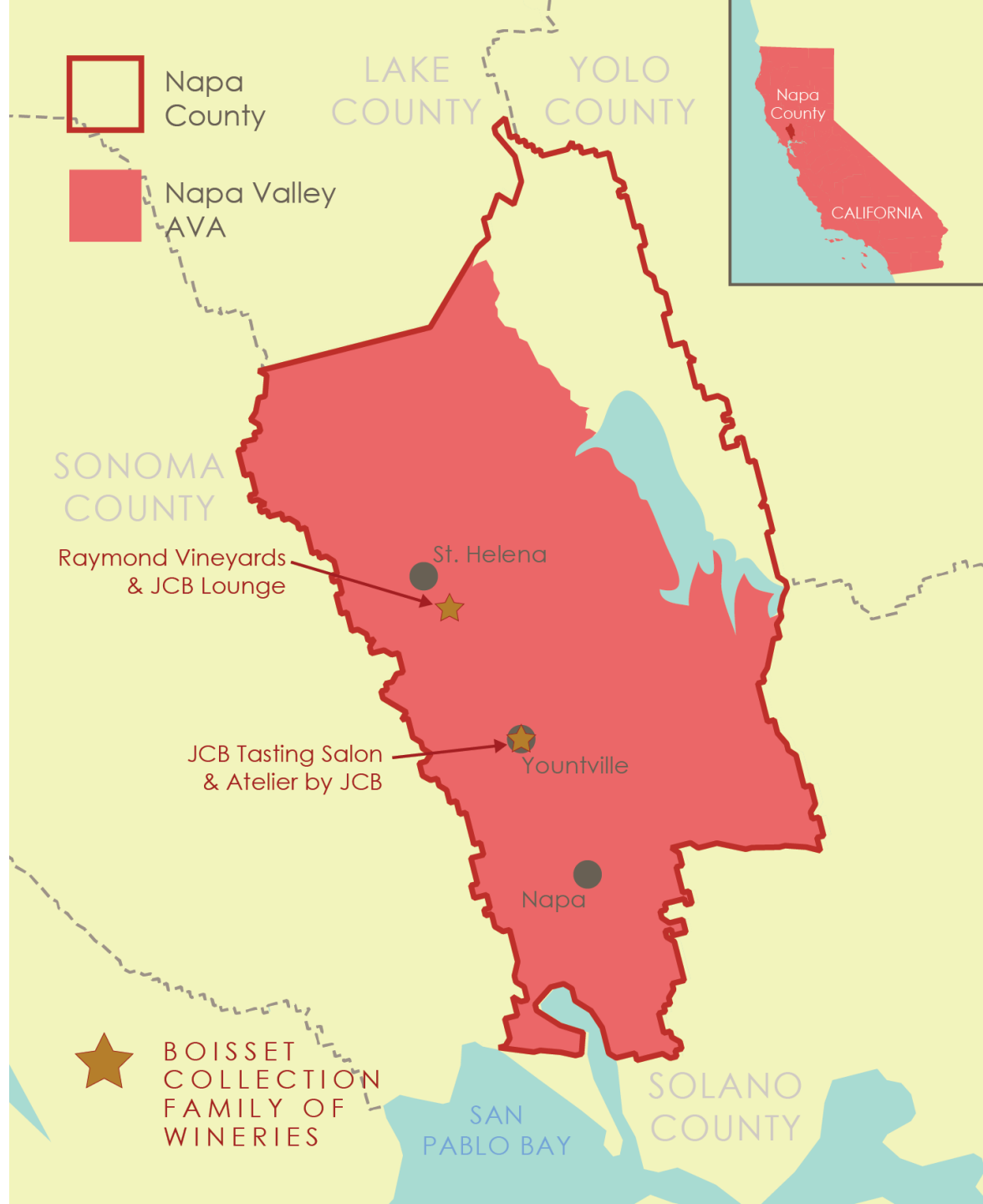
San
Francisco

OF THESE, THE
NAPA COUNTY
IS THE BEST
KNOWN AND
RECIVES THE
MOST WINE
TOURISM

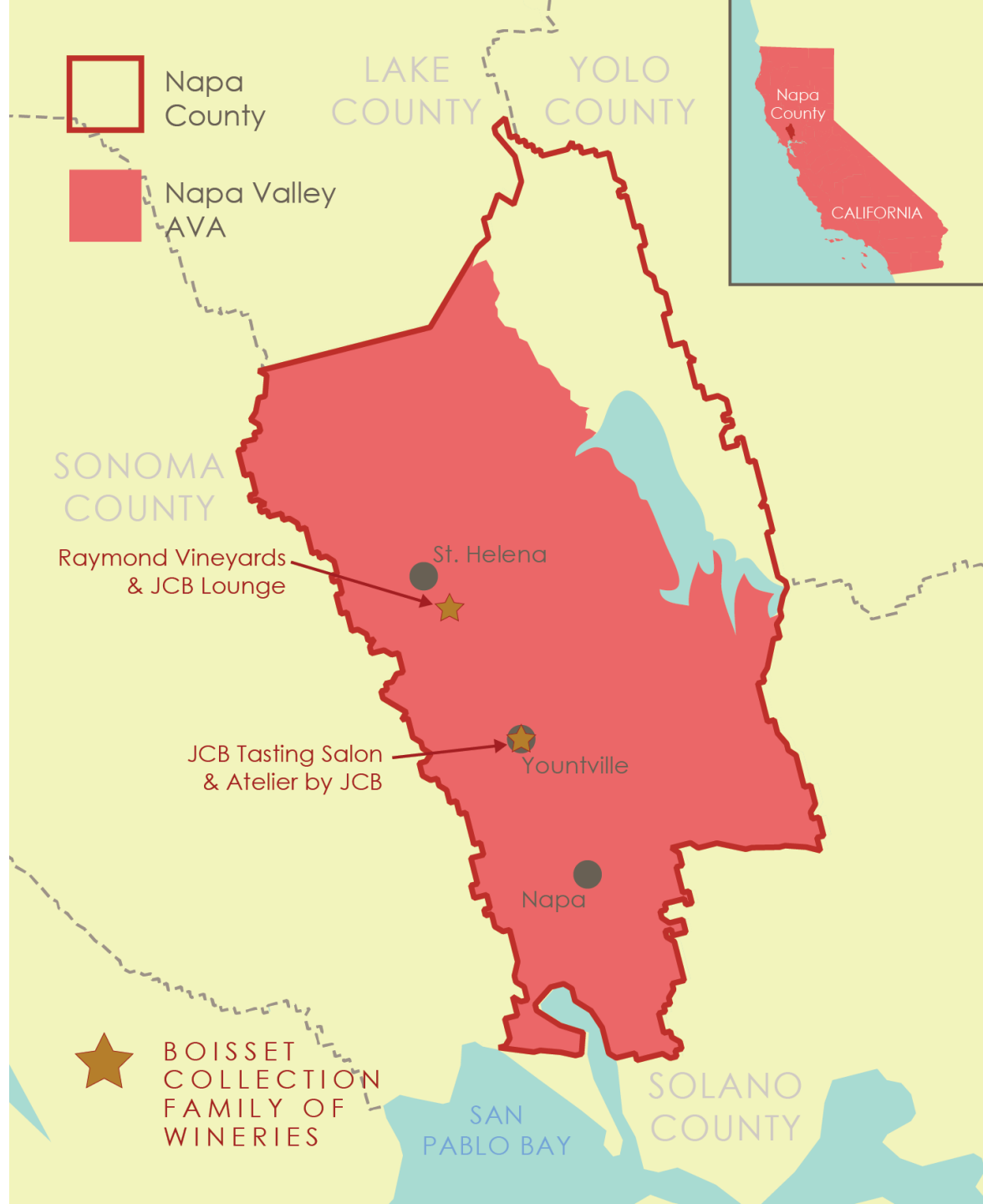


THE NAPA VALLEY AVA

COVERS
ROUGHLY
80% OF
NAPA
COUNTY,
OVER 600
SQ. MILES



HOWEVER,
ONLY 70
SQ. MILES,
OR 45,000
ACRES, OF
THIS AREA
IS PLANTED
TO GRAPE
VINES



NAPA VALLEY – FAST FACTS

1 – PRODUCES 4% OF CALIFORNIA
WINE (0.4% OF ALL WINE)



NAPA VALLEY – FAST FACTS

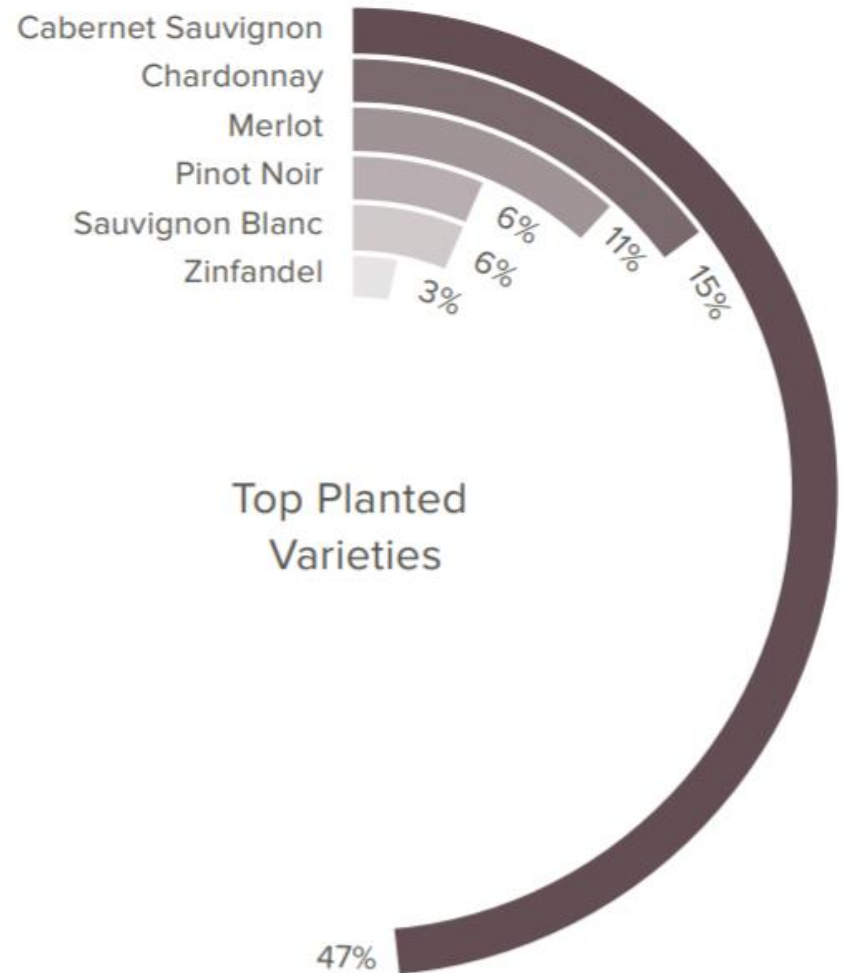
2 – WINE-FRIENDLY MEDITERRANEAN CLIMATE

2%

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

NAPA VALLEY – FAST FACTS

3 – DOMINATED BY CABERNET SAUVIGNON



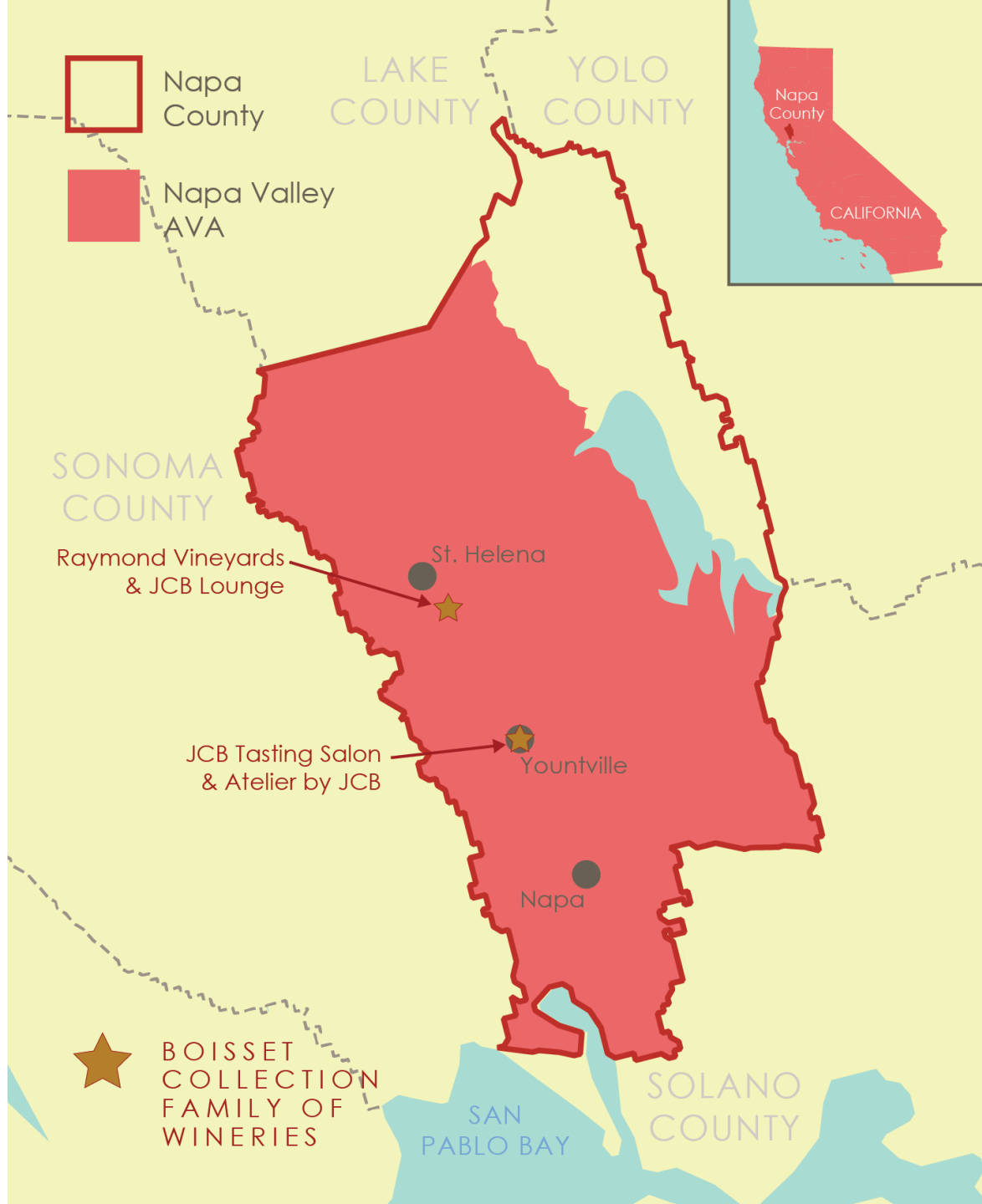
NAPA VALLEY – FAST FACTS

4 – NAPA VALLEY ENCOMPASSES
16 “SUB-AVAs”, OR SMALLER
WINE APPELLATIONS

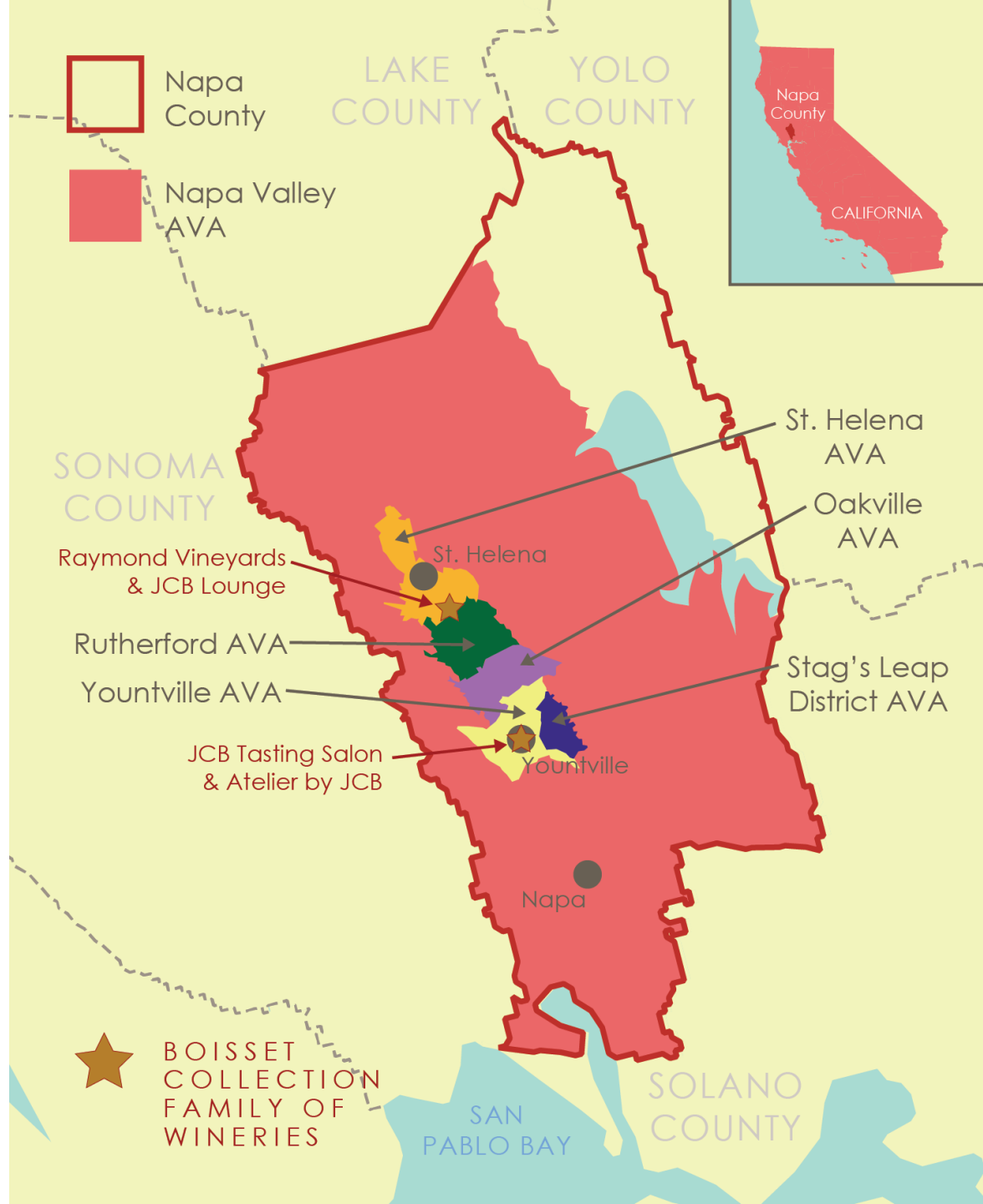
16 AVAs

There are 16 approved AVAs
within the Napa Valley AVA

NAPA
VALLEY AVA
WAS
ESTABLISHED
IN 1981.

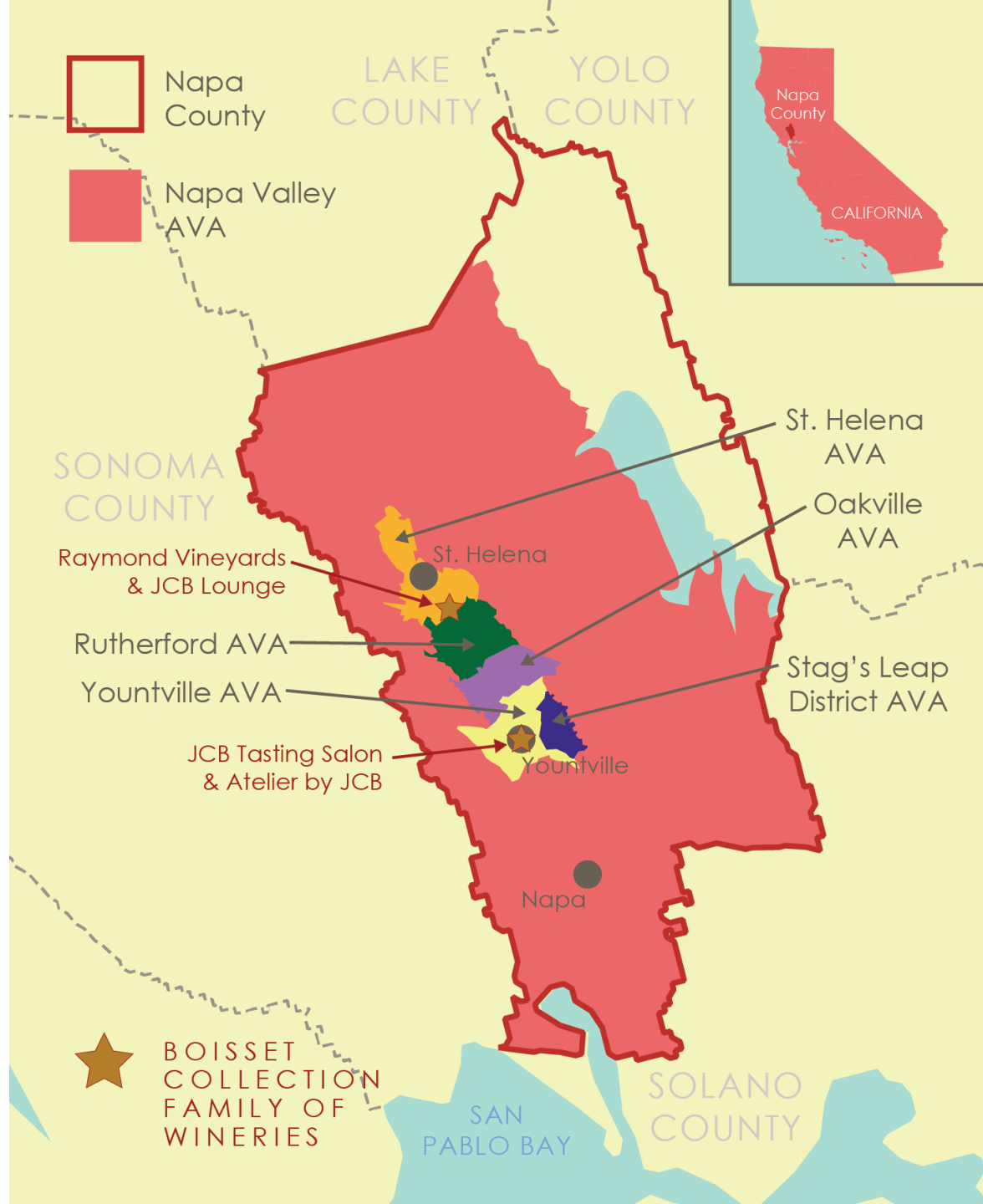


FROM THE
BEGINNING,
NEW “SUB”
AVAs WERE
FORMED TO
RECOGNIZE
THE ZONES
THAT MADE
THE BEST
WINES

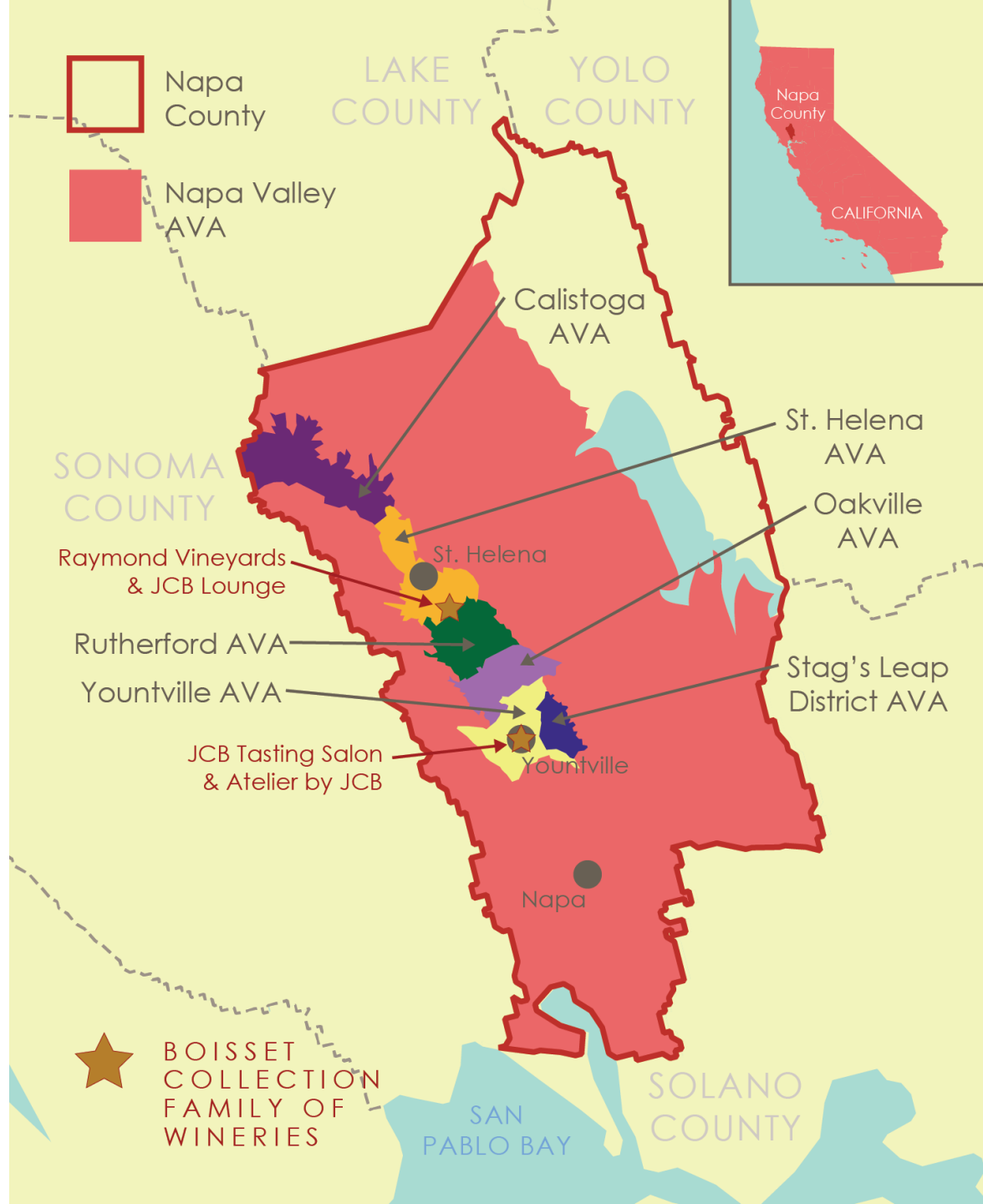


5 AVAS FORM THE HEART OF NAPA VALLEY:

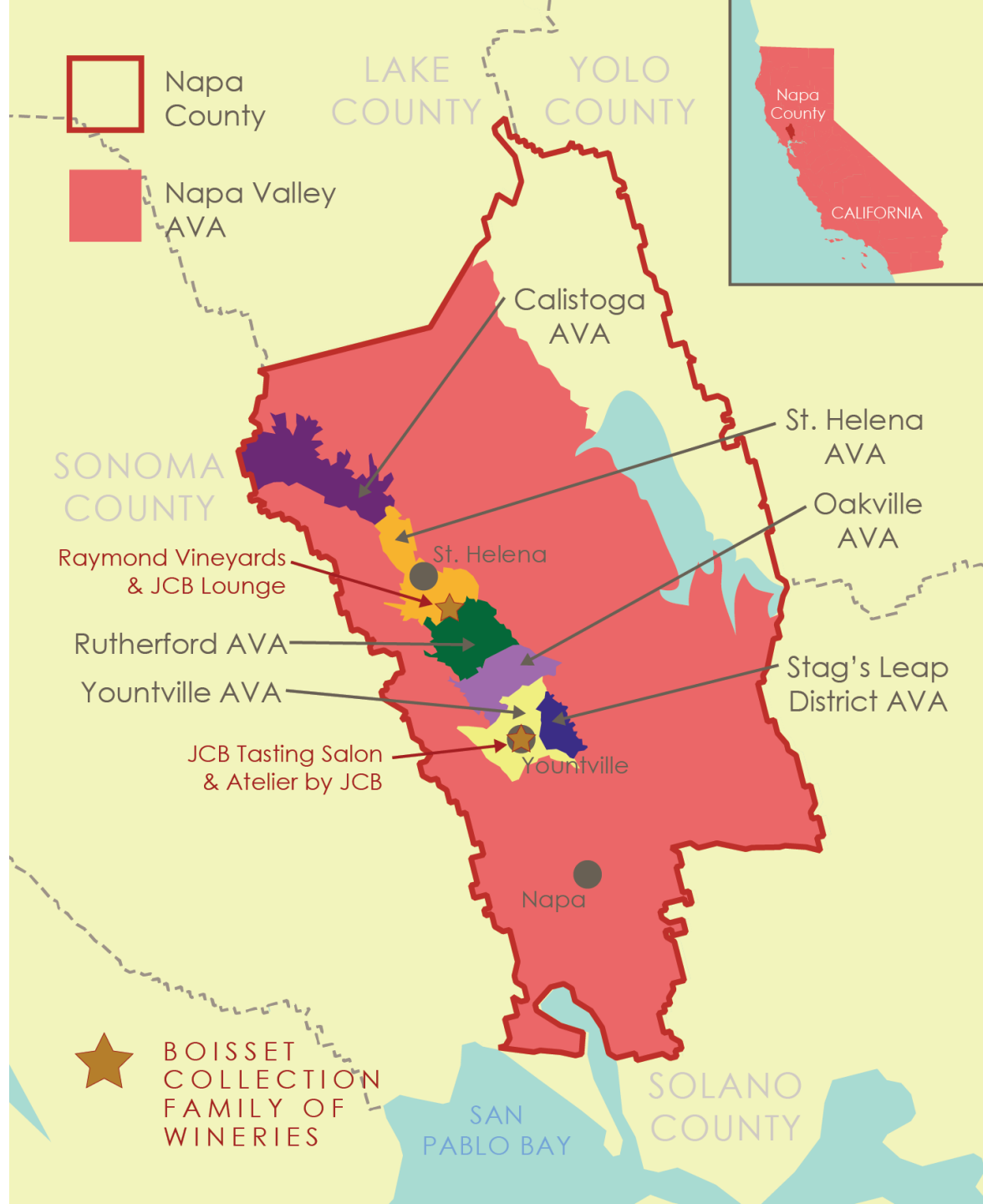
ST. HELENA
RUTHERFORD
OAKVILLE
YOUNTVILLE
STAG'S LEAP



ONE MORE
VALLEY
FLOOR AVA
CONNECTS
NAPA
VALLEY WITH
SONOMA'S
ALEXANDER
VALLEY AVA:
CALISTOGA

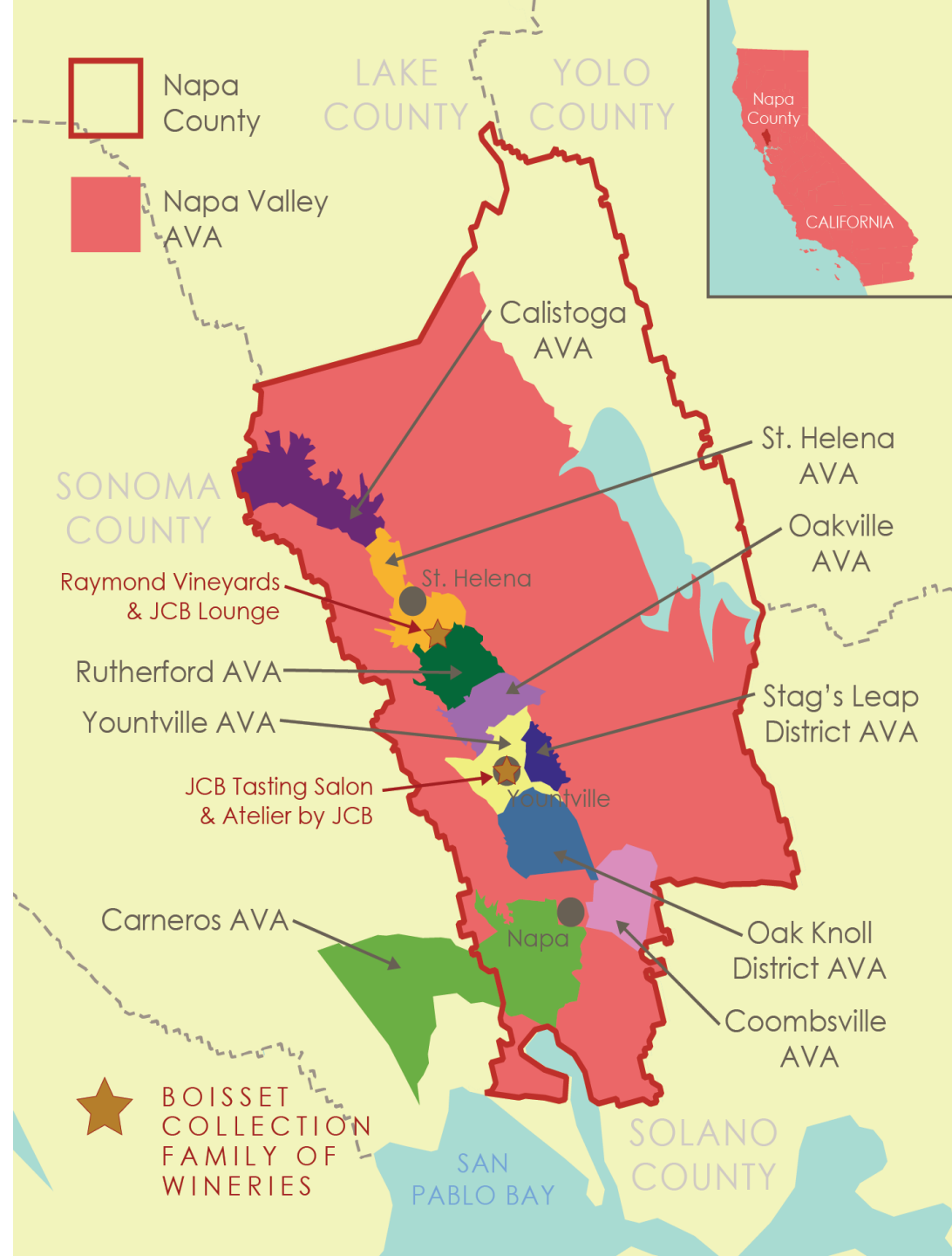


BEING SO
FAR FROM
THE BAY,
CALISTOGA
IS THE
WARMEST
OF NAPA
VALLEY'S
SUB-AVAs

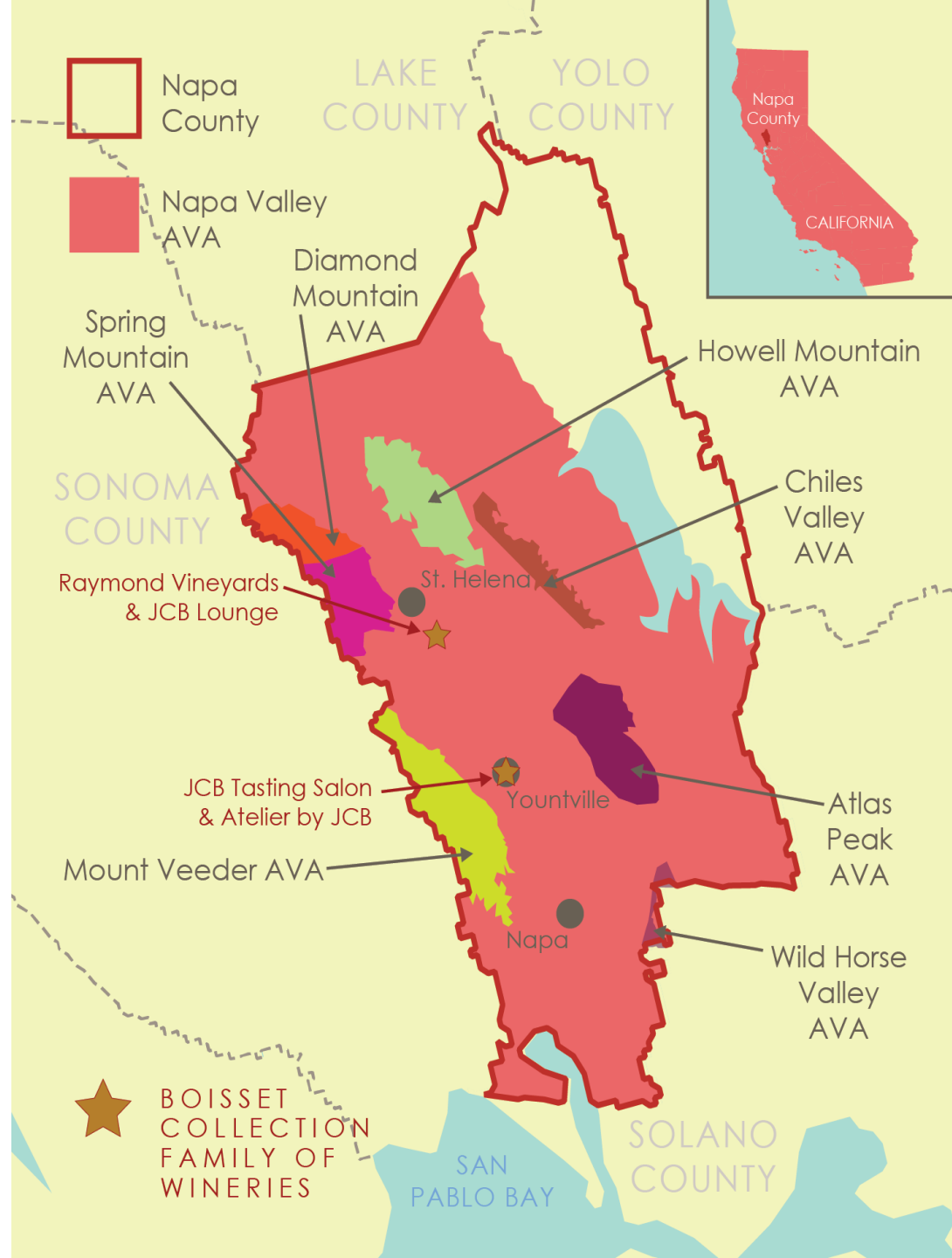


3 COOLER
SUB-AVAs LIE
TO THE SOUTH,
NEARER THE
MARITIME
INFLUENCE
OF THE BAY:

CARNEROS
OAK KNOLL
COOMBSVILLE

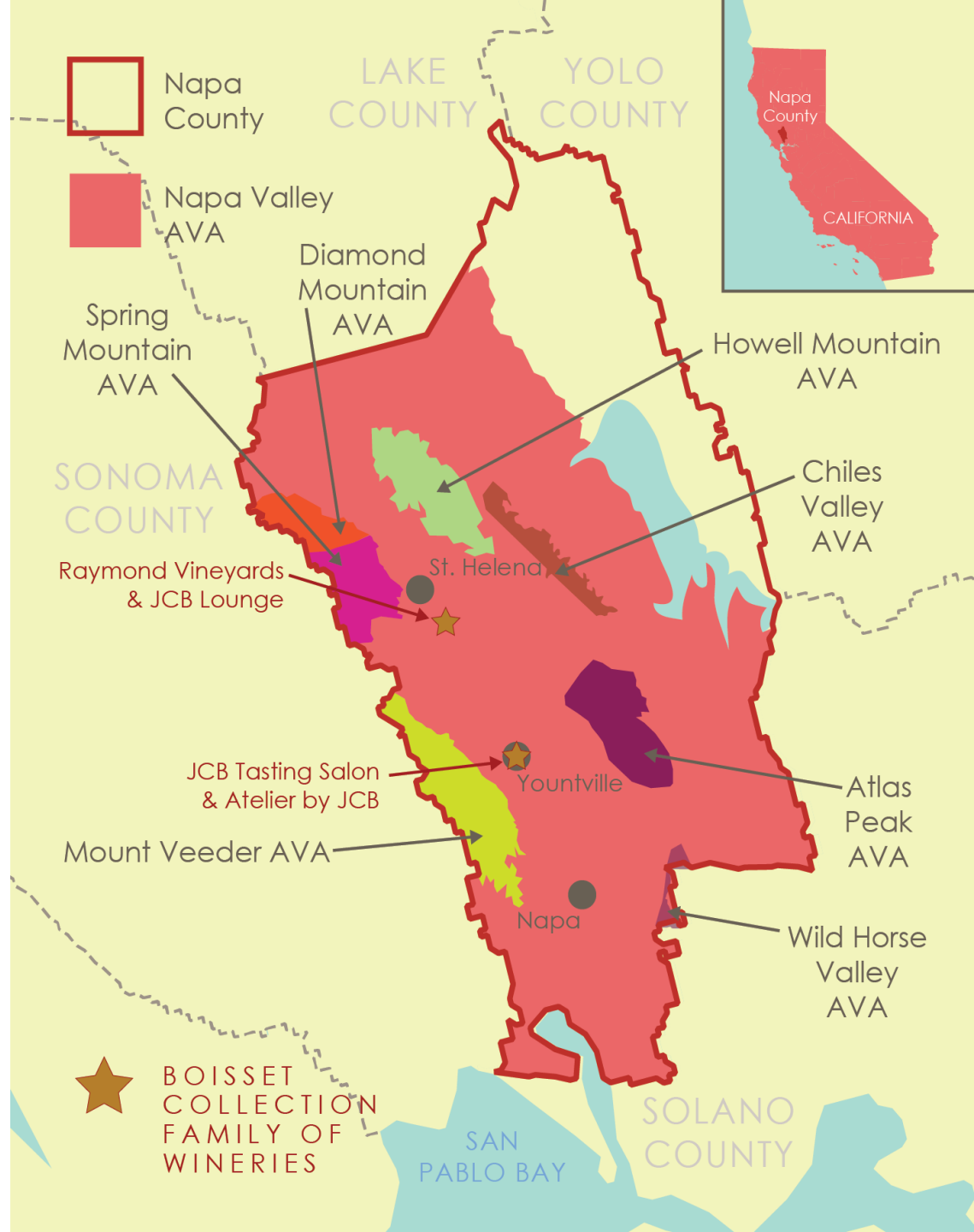


BEYOND THESE
VALLEY FLOOR
AVAs, THE
TERRAIN GETS
STEEPER AND
HARDER TO
CULTIVATE –
MORE SPARSE
HILLSIDE
VINEYARDS



EASTERN MOUNTAIN AVAs IN MAYACAMAS RANGE:

MT. VEEDER
SPRING
MOUNTAIN
DIAMOND
MOUNTAIN



WESTERN MOUNTAIN AVAs IN THE VACA RANGE:

HOWELL MOUNTAIN

ATLAS PEAK

