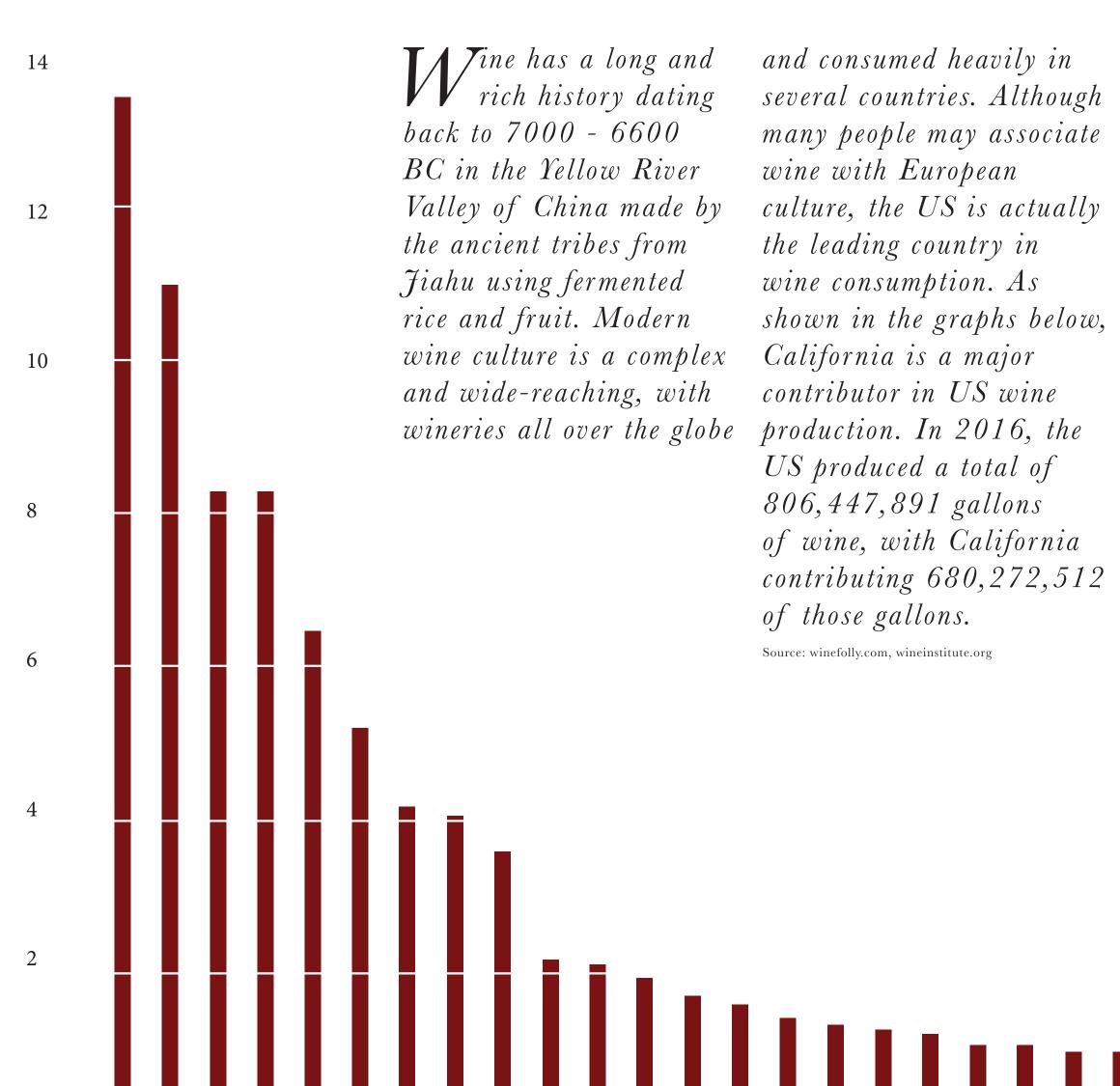


US AND GLOBAL DATA



several countries. Although many people may associate wine with European culture, the US is actually the leading country in wine consumption. As shown in the graphs below, California is a major contributor in US wine production. In 2016, the US produced a total of 806,447,891 gallons of wine, with California contributing 680,272,512 of those gallons.

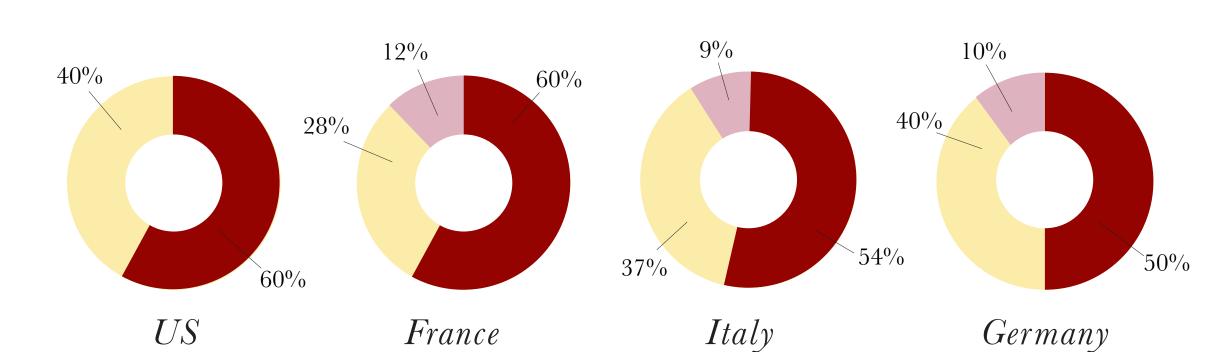
Source: winefolly.com, wineinstitute.org

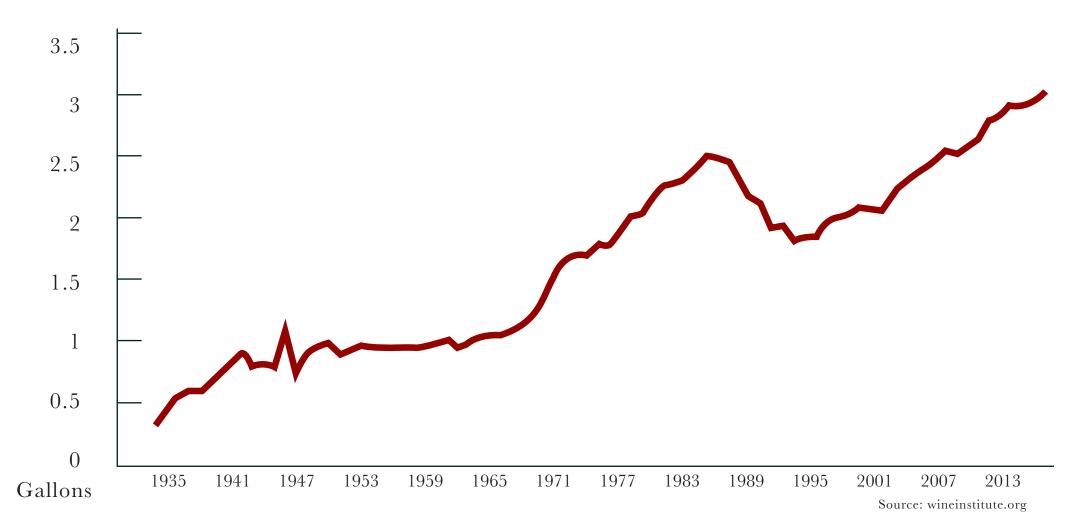
White or Red?

The US, France, Italy and Germany are the four countries that consume the highest quantity of wine. preference of red wine over white wine is the shared preference across these countries.



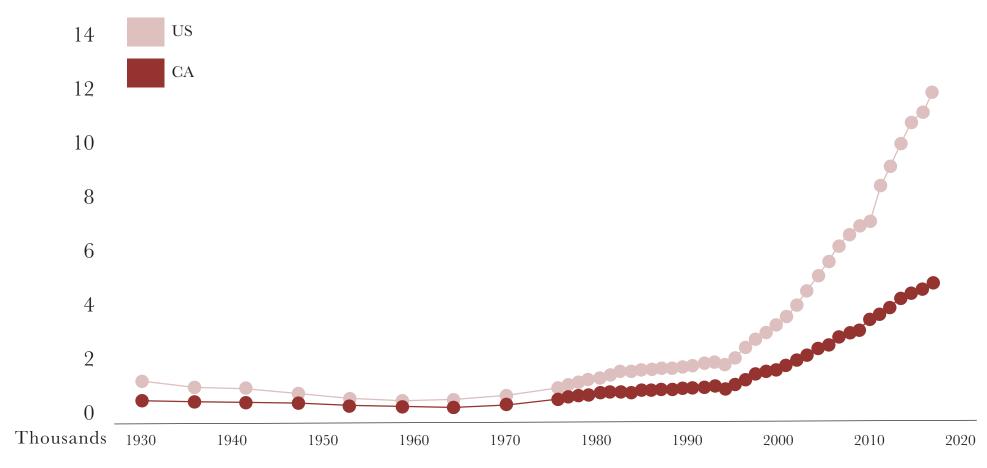
The consumption of wine in the US has risen steadily since 1935, with a decrease in consumption between '86 and '92, when Reagan was president and citizens began hearing "Just say no" to drugs and alcohol. Wine consumption increased in the following years because of the theory spread that red wine promotes cardiovascular health



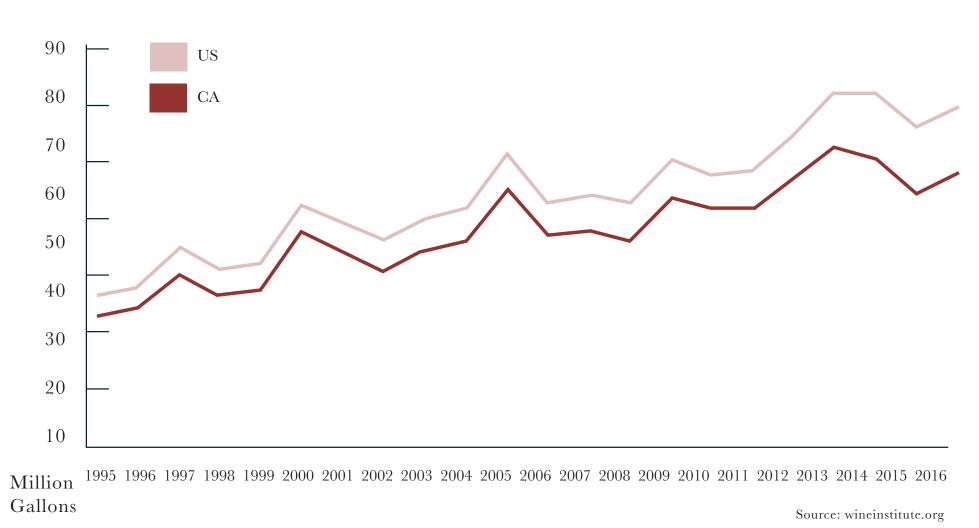


Total Wine Consumption per Resident US 1935-2013

World Wine Consumption by Country 2015

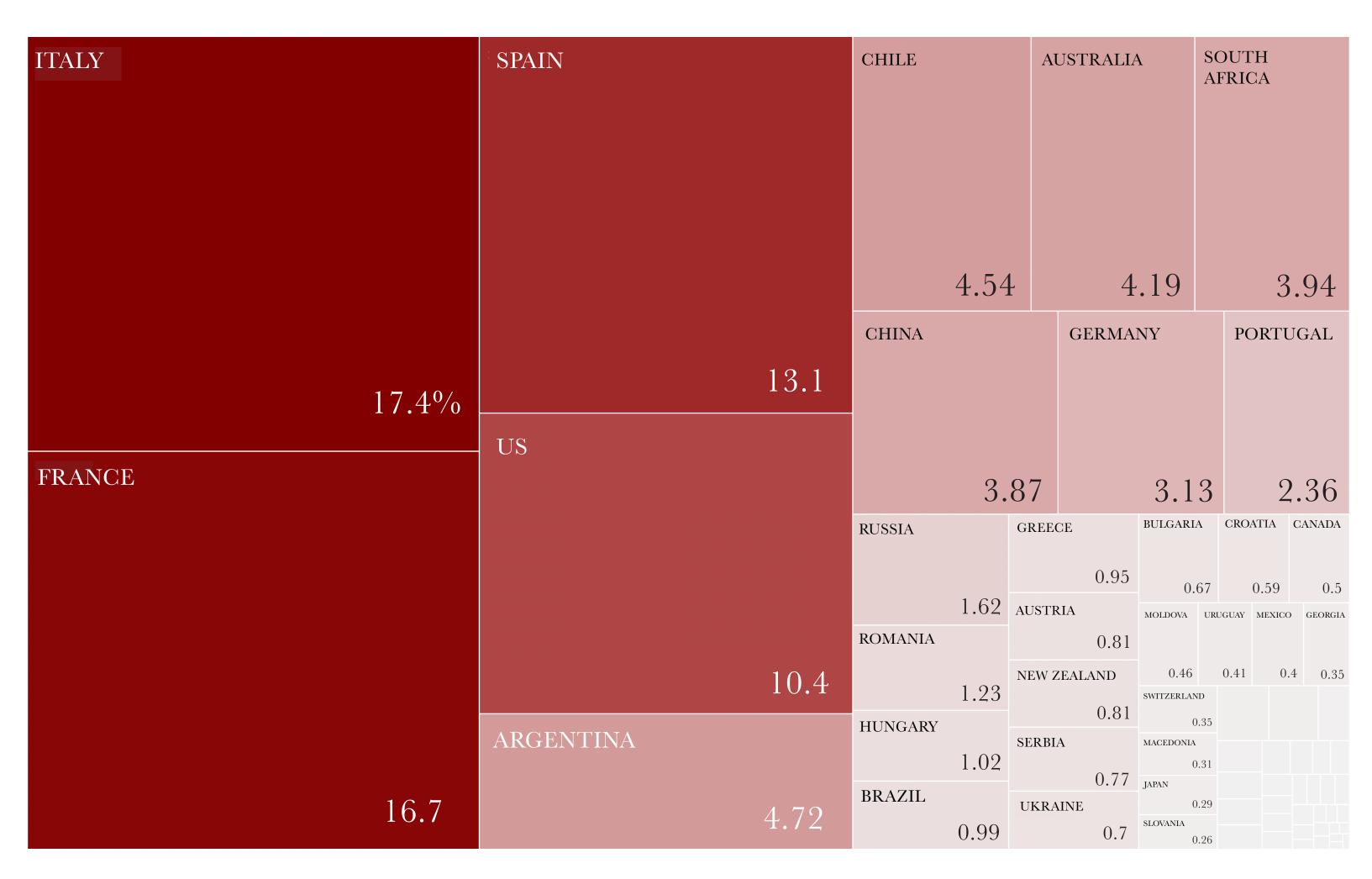


Number of Wineries in California and the US 1930-2018



Us and California Wine Production 1995-2016

World Wine Production by Country 2015



Source: wineinstitute.org