



Monterey Wine Country™ at a Glance

HIGHLIGHTS

- Monterey County is one of California's largest premium wine grape producing regions with approximately 46k acres of planted vineyards. (Monterey – 46,372, Napa – 45,990, Paso Robles - 26,000, Sonoma – 60,237.)
- There are 65 tasting rooms: Carmel-by-the-Sea/Monterey, Carmel Valley and River Road.
 - Three distinct tasting regions provide three perfect days of wine tasting.
 - The number has tripled in past few years.
- Monterey County has 349 vineyards and 82 bonded wineries (an increase of 46% since 2012).
- The past 4 consecutive Pinot Noir vintages from the Monterey region have rated highest of all CA Pinot Noir regions (*Wine Spectator*)
- Monterey named as one of the “10 Best Wine Travel Destinations” in the world. (2013, *Wine Enthusiast*)
- A wide range of climates allow Monterey to grow over 30 different wine grape varieties.
- Monterey County is the largest grower of Chardonnay in the United States. And we grow more Pinot Noir than any other county in California.
- Monterey is responsible for 9% of the state's total wine grape cultivation (CA produces 90% of wine in US).
- Approximately 50% of Monterey County wine grapes are procured by *out of county* brands.
- Most of Monterey's vineyards are on the benchlands and foothills overlooking the Salinas Valley. There are two important exceptions—Carmel Valley and the San Antonio Valley, a highland valley at the southern end of the county.
- Wine not only brings a delicious aspect to the county, it also brings income. The economic impact of the wine industry neared \$1 billion in 2016.

HISTORY

- Spanish missionaries first planted grape vines here in the 18th century, over 200 years ago.
- In 1960, UC Davis published a report classifying grape growing districts by climate. Monterey County was classified as Region I and II, comparable with the premium regions of Napa, Sonoma, Burgundy and Bordeaux.

ABOUT THE AREA

- Monterey is part of the Central Coast American Viticultural Area (AVA) - 250 miles along the coastline, averaging about 25 miles in width, from San Francisco County to Santa Barbara County.
- Within Monterey County there are 9 smaller AVA's (unique growing areas) - Monterey, Carmel Valley, Santa Lucia Highlands, Chalone, Arroyo Seco, San Bernabe, San Lucas, San Antonio Valley and Hames Valley (listed in order from north to south).

WE'RE COOL!

- Longest growing season due to chilled marine air from Monterey Bay producing vibrantly ripened fruit with dynamic flavors.
- The Thermal Rainbow™ of Monterey determines which of the regions 30 different varieties are planted where. The coolest areas are to the north, closest to the ocean and the warmest areas are to the south of the county, furthest from the ocean.