

WELCOME to this world famous
wine growing region



NAPA VALLEY



napa valley vintners

... and
the wine
is bottled
poetry ...

Robert Louis Stevenson

VISIT
Napa Valley

WIPO Worldwide Symposium on
Geographical Indications

June 15, 2023



A Brief History of Napa Valley

Experimenters, Innovators & Leaders



George Yount plants first vineyards in 1836

1830

1840

1850

1860

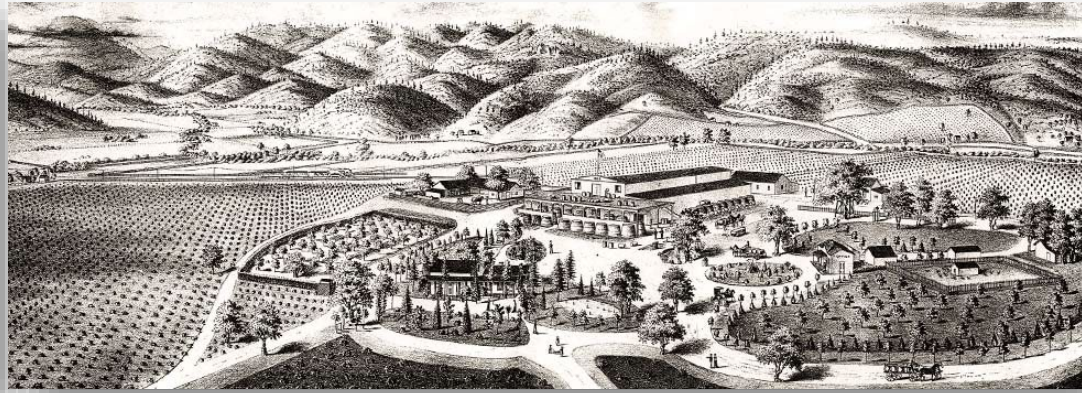
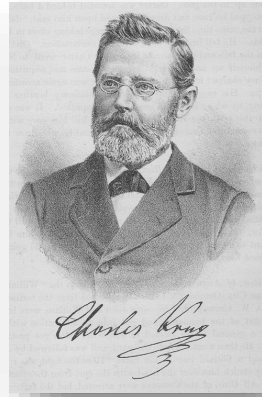
1870

1880

1890

1900

First Winery Established Tourism Begins



Charles Krug, first commercial winery, 1861
Samuel Brannan founds Calistoga in late 1880's

1830

1840

1850

1860

1870

1880

1890

1900

1968 Agricultural Preserve – 1st in the U.S



Triggered by projections that the City of Napa would grow to half a million people by 2020, the Napa Valley Agricultural Preserve is established.

1910

1920

1930

1940

1950

1960

1970

1980

Highest & Best Use of the Land



Napa Valley, 1940



Santa Clara Valley, 1940

Protects 38,000 Acres of Farmland



Napa Valley, 2005



Santa Clara Valley, 2005

1976 Judgement of Paris

Napa Valley on the Global Stage



Napa Valley Chardonnay and Cabernet Sauvignon win blind tasting

1910

1920

1930

1940

1950

1960

1970

1980



Visit Napa Valley is the official destination marketing organization for Napa County. We promote the region as an **attractive travel destination** and enhance its public image as a **dynamic place to visit, live, and work.**

OUR VISION

Elevate Napa Valley as the world's premier wine country experience

OUR MISSION

Promote, protect, and enhance the Napa Valley destination





Visit Napa Valley Key Objectives

Cultivate the Napa Valley Brand

- Create Awareness & Desire to Experience Napa Valley
- Employ Cross-Channel Storytelling Efforts
- Develop Experiential Opportunities to Engage with the Brand

Accelerate Travel Recovery

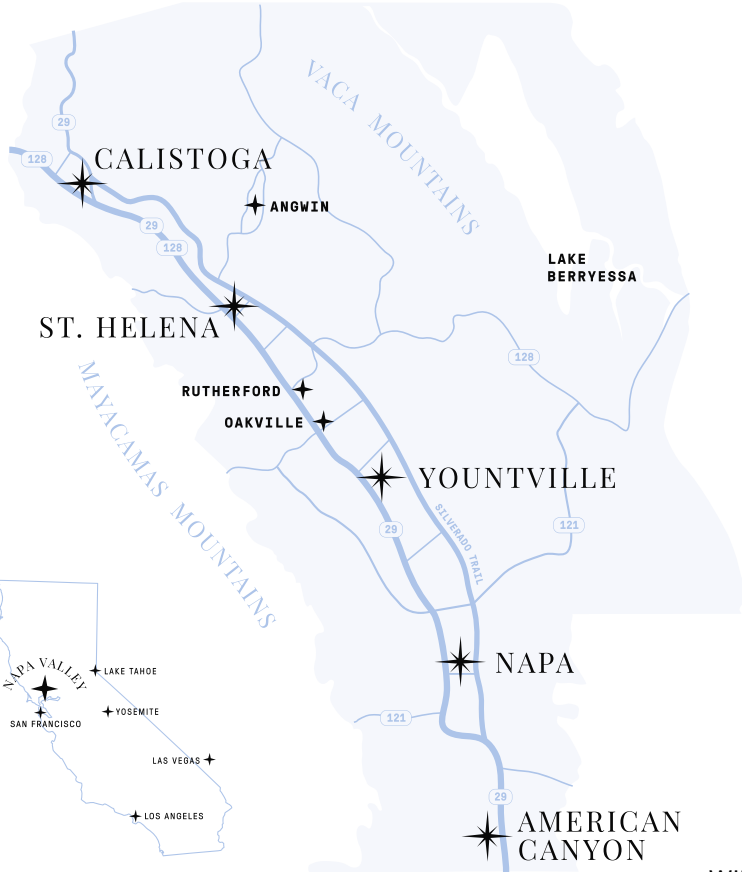
- Drive Travel During Need Periods (namely Nov - Mar + midweek)
- Inspire International Travel Recovery
- Grow Group Travel (Business & Leisure)

Support the Local Industry

- Do for the Local Industry What It Cannot for Itself
- Proactively Communicate Value of Tourism in Napa County

Small Place, Big Reputation

Napa Valley by The Numbers



400 +

Wineries Open to the Public
Plus More Than
90 Tasting Rooms

4%

Of California's wine
comes from Napa Valley

40

Different grape
varieties are grown
in the Napa Valley

16

Approved AVAs in
Napa Valley

95%

Of Napa Valley's wineries are family owned

NAPA GREEN



**Vineyard
Certification**



**Winery
Certification**



**Coming Soon:
Lodging
Certification**

Napa Valley Name Protection



- Napa Valley Vintners (NVV) Trade Association assumed the duty of preserving the Napa Valley name for those who have earned the right to put it on their labels
- The NVV has worked diligently and proactively for more than 70 years to preserve and protect the Napa Valley and prevent consumer confusion. They support other quality wine regions around the world with similar efforts. When the location of a wine's true place of origin is misrepresented, consumers are misled, and the sanctity of all quality wine regions is undermined
- The goal is simple: a wine label should not suggest the grapes come from Napa Valley unless they really do



napa valley vintners

www.napavintners.com



° VISIT
Napa Valley



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Thank You





Appendix

“Napa Valley” is an AVA protected by the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB), why is it necessary for the industry to protect the name?

- There are limitations in the extent of protection provided by the laws on appellations (which is why there was the NAPA RIDGE case) and TTB is not always willing to enforce those laws. Therefore, industry has to fill those gaps by ensuring the Napa Valley name is fairly used in a non - misleading way.
- These U.S. laws protecting the Napa Valley AVA do not extend beyond the U.S. borders, so it is necessary for industry to ensure that Napa Valley is not being used deceptively outside of the U.S. as there have been numerous instances in foreign countries where parties have misused “Napa” as a name for wine and alcohol.



How has the Napa Valley name been protected by industry?

- Napa Valley Vintners was a founding member of Wine Origins Alliance, a global wine industry association working to eliminate trade barriers on wine, including the lack of protection for wine region names around the world. Members include 33 winery and grape -growing organizations in 11 countries spanning North America, Europe, Africa, Asia and Australia.
- Napa Valley Vintners obtained a U.S. Certification Mark Registration for NAPA VALLEY for wine, which NVV enforces by policing the marketplace and Certificates of Label Approval for proper use of NAPA VALLEY on wine. Any party seeking a U.S. trademark registration encompassing “NAPA” for alcohol must obtain NVV’s consent and certify their use of “Napa” is not misleading and in compliance with the appellation standards.
- Napa Valley Vintners has obtained registered protection of NAPA VALLEY as a geographical indication and/or geographical certification mark for wine in twenty seven (27) foreign countries. NVV also actively enforces the NAPA VALLEY name against misuse and improper trademark registration throughout the world.

