WELCOME to this world famous wine growing region

NAPA VALLEY

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

Robert Louis Stevenson

WIPO Worldwide Symposium on Geographical Indications

June 15, 2023
A Brief History of Napa Valley
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Experimenters, Innovators & Leaders

George Yount plants first vineyards in 1836
A Brief History of Napa Valley

First Winery Established Tourism Begins

Charles Krug, first commercial winery, 1861
Samuel Brannan founds Calistoga in late 1880’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.
Highest & Best Use of the Land

Napa Valley, 1940
Santa Clara Valley, 1940
Napa Valley Agricultural Preserve

Protects 38,000 Acres of Farmland

Napa Valley, 2005

Santa Clara Valley, 2005
Napa Valley Chardonnay and Cabernet Sauvignon win blind tasting
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
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
Napa Valley by The Numbers

Small Place, Big Reputation

400+

Winery Open to the Public
Plus More Than
90 Tasting Rooms

40

Different grape
varieties are grown
in the Napa Valley

4%

Of California’s wine
comes from Napa Valley

16

Approved AVAs in
Napa Valley

95%

Of Napa Valley’s wineries are family owned

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Destination Stewardship & Community Engagement

Napa Green

Vineyard Certification

Winery Certification

Coming Soon: Lodging Certification
Napa Valley Vintners Association

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

www.napavintners.com
Thank You

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“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.

www.napavintners.com
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.

[Company logo]

www.napavintners.com