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Fifteen Wine Importers from the United Kingdom and Ireland to Visit California on First-Ever Buying Trip

California Wine Institute Invites California's Entire Wine Industry to Participate

SAN FRANCISCO – The week of Oct. 6, 2019 kicks off the first ever visit to California wine country solely dedicated to wine buyers from the United Kingdom and Ireland searching for new-to-market wines. The California Wine Institute Export Program is hosting this ground-breaking series of events and inviting any and all “new to market” wineries in the Golden State to submit their wines for consideration for this sales opportunity. More than 100 wineries will be selected to meet and make deals with this elite group of wine buyers. The United Kingdom and Ireland are part of the second largest export market for California Wines after Canada and this group of buyers includes importers from throughout these key markets looking for California Wines at all price points, but with a focus on the \$5-\$15 (U.S.) per bottle ex-cellars price points.

Last year exports of California Wines reached just under \$1.5 billion and despite the headwinds of Brexit and other global economic uncertainties, the demand for California wine continues to grow. Wine Institute’s VP of International Marketing, Honore Comfort, says, “We have never before led such a focused sales initiative – one that’s solely dedicated to importers looking to bring new wines into the market, and we are pleased to offer this opportunity to vintners wishing to sell their wines in the United Kingdom and Ireland.”

California Wine Institute Trade Directors Damien Jackman and Justine McGovern are leading the prestigious delegation and have hand selected the participating buyers. They commented that “the UK and Irish markets are excited about California wines and these buyers are looking for wines from the Golden State that are interesting, fresh and offer something new for their customers.”

California vintners who are not currently selling in the UK and/or Ireland are invited to apply for one of the 120 tasting opportunities with this group the week of Oct. 6, 2019. They must make at least 2,500 cases of wine, be willing to travel to the UK to “work the market” and have a long-term approach to developing their export business. For more

information or to apply for one of the 120 tasting time slots, call 707/217-6327. Click here to complete the qualification survey: <https://www.surveymonkey.com/r/CPTPWYL>.

About the California Wine Export Program

Established in 1934, Wine Institute is the administrator of the USDA Market Access Program (MAP) for California vintners who represent 80% of U.S. wine production and 95% of U.S. wine exports. More than 170 California wineries exporting to 142 countries participate in Wine Institute's California Wine Export Program. The program has 15 California Wine Institute representatives in key export markets around the world who provide on-site support to wineries and help develop markets for California wines in 25 countries.

The California Wine Export Program is a public-private partnership supported by winery contributions and the MAP Program, featuring California as an aspirational place with beautiful landscapes, iconic lifestyle, great wine and food, and as an environmental leader. In addition to marketing and promoting California wine overseas, Wine Institute conducts a comprehensive International Public Policy program focused on regulatory cooperation, removing trade barriers and growing California wine exports. See: calwinexport.com or its consumer website at: DiscoverCaliforniaWines.com.

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