

Top Stories of 2007

JANUARY

BLOGS, BLOGGERS HIGHLIGHTED BY AWARDS

The Internet now hosts more than 400 wine blogs, so the "American Wine Blogs Awards" is created to honor the best of this new wine writing medium.



SPECIALTY WINE RETAILERS ASSOCIATION HIRES DIRECTOR

SWRA names Tom Wark executive director, leading efforts to "build a national marketplace for retailer-to-consumer sales in the face of artificial and protectionist barriers to trade."

CORNELL BREAKS GROUND FOR GRAPE RESEARCH EXPANSION

Expanded and improved facility will house Cornell University's New York State Agricultural Experiment Station, replacing laboratory in Fredonia, NY.

INDUSTRY CONTRIBUTES \$162 BILLION TO ECONOMY

Comprehensive study by MKF Research shows U.S. wine, grape and grape products contribute more than \$162 billion annually to American economy. Study is unveiled on Capitol Hill Congressional Wine Caucus.

PETER MONDAVI, SR., ROBERT MONDAVI HONORED

Napa icons Peter Mondavi, Sr. and Robert Mondavi reunite at the 2007 Food Network South Beach Wine & Food Festival, receive Southern Wine & Spirits Lifetime Achievement Award.

NAPLES WINTER WINE FESTIVAL SETS NEW RECORD: \$16.5 MILLION

Charity auction surpasses Auction Napa Valley dollars raised.

RIEDEL CREATES OREGON PINOT NOIR GLASS

After two years of research, Oregon winemakers and Georg Riedel arrive at a new shape of wine glass designed especially for Oregon Pinot Noir.

CORBETT CANYON SWITCHES TO "TWIST TOPS"

Yet another notable wine brand, Corbett Canyon Vineyards, switches to screw caps, saying it stands by a commitment to "Taste the Wine, Not the Cork."



FEBRUARY

VITICULTURE 2007 IN ROCHESTER

Vintners pour into frigid Rochester, New York for Viticulture 2007, a three-day workshop and trade show. Roughly 1,000 growers, winemakers, winery operators, juice producers and wine marketers attend.

RIESLING WINERY BREAKS GROUND

Pacific Rim Wine Company, devoted only to Riesling, starts construction of a winery in West Richland, Washington. Move follows 2006 sale of Bonny Doon's Big House and Cardinal Zin brands to The Wine Group.



U.S. BECOMING LEADING WINE CONSUMER

Robert Beynat, general manager of Vinexpo, is in New York to present results of a study showing that the U.S. is on track to be the largest wine consuming country in the world within three years.

CASS SAYS 2006 CRUSH WAS 3.1 MILLION TONS

California Agricultural Statistics Service's Preliminary Crush Report for 2006 says 3.1 million tons of winegrapes were crushed, down 16 percent from the record 2005 crush.



SOUTHERN EXPANDS IN NEW YORK

Southern Wine & Spirits acquires...
Ebee MDC

FREE THE GRAPES! UPDATES SHIPPING CODE

Consumer and winery grassroots coalition updates Wine Industry Code for Direct Shipping, a voluntary set of guidelines for winery-to-consumer direct shipments. Code can be viewed at www.freethegrapes.org.



WINEMAKER ERNEST GALLO DIES AT AGE 97

Winemaker Ernest Gallo, who with brother, Julio, built one of the largest wine empires in the world, dies unexpectedly in his Modesto home.



JUNE

SUISUN VINTNERS, GROWERS DEBUT CO-OP TASTING ROOM

Solano County is not a place most people think of as wine country, but growers and vintners hope to change that with new cooperative tasting room.

VIRGINIA APPROVES BETTER THAN NOTHING WINERY LAW

Virginia's farm wineries go back to delivering their wares directly to local shops and restaurants, a right they previously enjoyed. But now they must go through a virtual wholesale company set up within the Virginia Department of Agriculture and Consumer Sciences.

MARCH

NEW VINE LOGISTICS ACQUIRES WRAP-IT TRANSIT

Company buys rival provider of wine fulfillment and storage services to "offer unprecedented full-service consumer-direct logistics services."

UC TAKES VITICULTURE ONLINE

A wealth of information about grape growing is made available at University of California's Integrated Viticulture Online website at <http://iv.ucdavis.edu>, increasing accessibility of research.



APRIL

INERTIA BEVERAGE GROUP RAISES \$8 MILLION

IBG, which provides sales and marketing platforms for direct-to-consumer and direct-to-trade sales, raises \$8 million.

SATTUI CASTLE OPENS

Some vintners are known for building elaborate structures, some even shrines to themselves, but this is beyond belief. After 15 years of labor-intensive stonework, the drawbridge is finally down on the Castle atop Diamond Mountain. Castello di Amorosa welcomes first visitors.



WINE PRODUCERS WATCH, WAIT, WORRY

Winemakers throughout the Midwest and eastern seaboard are reported to be "chewing through their fingernails" trying to assess the impact a sudden, unseasonable cold snap had on their vines and on their 2007 crop.

BRON...

Celebrating... Wines... a glass p... in Napa.

FETZER LAUNCHES MARKETING CAMPAIGN

Fetzer Vineyards will spend \$1 million on campaign emphasizing commitment to the environment. Timing is right to publicize earth-friendly reputation.

EASTER FREEZE SLAMS TEXAS

Weekend freeze has damaged 75 percent of the crop in the fifth-largest wine-producing state.

PARDUCCI CARBON NEUTRAL

Through a program of onsite mitigation and carbon credits, Mendocino's Parducci Family Farmed says it is the first U.S. winery to achieve "carbon neutral status." Winery partners with the California Climate Action Registry to calculate greenhouse emissions, and takes measures to mitigate and offset those emissions.

WASHINGTON MARKS 0 WINERIES

Washington reaches 500-winery mark, solidating its position as America's wine state.



OWNERS LIKE TECHNOLOGY

Half of the respondents to the 2007 J Economics Seminar Survey say technology represents the most important area of investment that will require additional investment over the next three years.

ILLINOIS SAYS ILLINOIS LAWSUIT INEVITABLE

Specialty Wine Retailers Association says a lawsuit against the State of Illinois is inevitable if legislation passes prohibiting consumers from purchasing wine from out-of-state wine retailers. The legislation later becomes law.

"SUSTAINABLE" STOPPERS

Willamette Valley Vineyards will be the first winery in the world to use cork stoppers harvested from forestlands certified by the Forest Stewardship Council and is awarded "FSC Chain-of-Custody certification" by the Rainforest Alliance. Corks will come from one of four FSC-certified cork forests, three certified by the Rainforest Alliance.



ASEV BEST PAPERS

"Pierce's Disease Symptoms: Comparison with Symptoms of Water Deficit and the Impact of Water Deficits" is awarded the best viticulture paper published in AJEV in 2006. The best enology paper is "Genetic and Physiological Characterization of *Brettanomyces bruxellensis* Strains Isolated from Wines."

BANK REACHES OUT TO IMMIGRANTS

Bank and Exchange Bank... workers in... and... American... to make... are

SUISUN VALLEY GRAPE GROWERS ASSOCIATION