

California wine month set for September

Governor Schwarzenegger honours the state's wine industry for third consecutive year

For the third consecutive year, Governor Arnold Schwarzenegger has declared September 2007 California Wine Month in a proclamation praising California's wine community for strengthening the state's economy and highlighting the ideal climate, beautiful scenery, geographic diversity, and unparalleled expertise of its grape growers and vintners. For more information visit www.wineinstitute.org

California Tour a Splash of Sunshine for wine lovers across Canada

The 27th annual California Wine Fair Tour completed its path across Canada leaving behind many empty bottles and satisfied California wine fans. With an unprecedented number of wineries participating, this year's events offered a myriad of wines that were sampled by more than 9,000 restaurateurs, retailers, hoteliers, liquor board executives, media and wine enthusiasts across the nation.

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This past spring, the tour was ripe with wineries promoting their diverse product lines and reinforcing their commitment to the environment. Over 100 wineries supported the nine-city tour coast to coast and there was no shortage of exciting wines to explore.

The California Wine Fair visited Moncton for the first time before moving on to Vancouver, Edmonton and Calgary in March and continuing to Quebec City, Montreal, Ottawa, Toronto and Halifax in April. Once again, sold-out events followed the tour with thousands of Canadians

celebrating with the wines of California. With so many wine regions participating and more than 450 products poured across all markets. Canadians had a great opportunity to enjoy a wide range of styles and varietals while meeting the famous faces behind the wines.

"California vintners love the energy of Canada and appreciate Canadians' sophisticated passion for food and wine," said Rick Slomka, Canadian



Antonio Silvia of Andretti Winery (left) with Agent, Todd Mac Donald, PMA Canada.

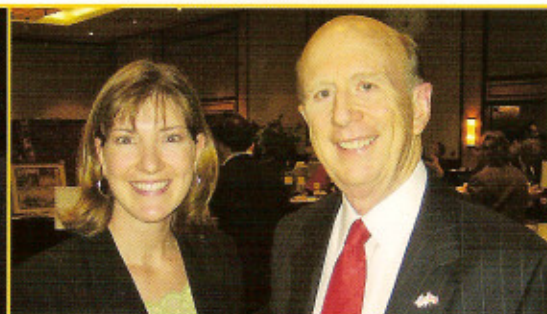
Director of the Wine Institute of California. "We continue to make a serious commitment to building sales, a profile, and prominence in the Canadian market. Year after year, our vintners participate in the tour to renew friendships and relationships with members of the trade and retail sectors learning what's going on in their regions and sharing some of the exciting things they are doing in the cellar and in the vineyards."



The Fairmont Royal York in Toronto was packed full of California wine fans.



Satashi Tanaka (left) and Robert Hall of Robert Hall Winery join Craig Rosser of J.Lohr Winery during the California Wine Fair Tour. Robert and Satashi visited all nine cities this year and were designated IRONMEN of the Tour!



Jody Bogle of Bogle Vineyards and U.S. Ambassador David Wilkins.