



WINE INSTITUTE

Established in 1934, Wine Institute is the public policy advocacy group for more than 1000 California wineries and affiliated businesses. On behalf of the wine industry, Wine Institute educates public policy leaders and decision-makers on the consequences of punitive legislation, regulation and taxation, thus helping to gain fair access to markets for wine and countering the threat of greater excise taxes created by governmental budgetary pressures. The Institute staff also provides international market development, scientific research and education programs, and a sustainable winegrowing program that promotes environmentally and socially responsible winemaking and grape growing practices for the California wine community. Wine Institute seeks to broaden public understanding of the wine industry and its legitimate and important role in the American economy, lifestyle and culture; and supports the moderate consumption of wine as a mealtime beverage. Wine Institute membership represents 95 percent of California production and 85 percent of U.S. production.

What Wine Institute Supports

- Legislation and regulation that allow wineries to access to new markets and the opportunities to promote their products
- Sensible and reasonable immigration reform that protects U.S. borders and ensures a reliable workforce.
- Funds for agricultural research to remain competitive in the global marketplace.
- Fair taxation and science-based regulation.
- Liberalized direct-to-consumer shipping.
- Leveling the playing field for California wine exports by reducing high tariffs and eliminating other trade barriers.
- Sustainable winegrowing and winemaking practices.
- Public policy and educational initiatives that promote the responsible and moderate consumption of wine.
- A Code of Advertising Standards that requires responsible marketing practices by Wine Institute members.