

— 2021 —

NAPA VALLEY'S COMEBACK YEAR: TOP 10



— MISSION —

To promote, protect and enhance the Napa Valley wine region

During our transformational year, Napa Valley Vintners rose to the occasion through leadership and community initiatives to strengthen our members and our region. Moments of joy filled our proverbial cups, and our collective success made 2021 a comeback year for Napa Valley. We're pleased to share with you highlights of the top ten ways in which we met our goals.

— GOAL 1 —

Position and champion Napa Valley as the premier wine region in the world.



#1

We broadened our reach to nearly 20 million consumers, trade and media in more than 70 countries.

- NVV digital marketing grew by 39%, reaching more than 6 million people.
- Partnerships extended our reach to nearly 9 million new enthusiasts.
- Wine Writers Symposium connected 300 wine writers from 25 countries with our region.



#2

More than 8,000 wine trade were reached through 95 marketing programs, helping you expand routes to market in the U.S. and around the globe.

- Open the Cellar sold 4,000 bottles for 200 wineries with 14,000 clicks to your e-commerce sites.
- Hopwine international trade fair connected 263 trade from 40 countries with our members.
- We secured an LCBO Vintages release for the third year in a row helping the category grow by 29% this year.



#3

Our auctions generated 2.8 billion impressions and raised \$3.7 million while positioning Napa Valley wines as age-worthy, collectible and world-class.

- The inaugural Library Wine Auction reached nearly 500 fine wine collectors in 11 countries.
- Premiere Napa Valley engaged 250 trade accounts in 20 states and 4 countries.
- We announced Collective Napa Valley and a partnership with Sotheby's that begins in 2022.

— GOAL 2 —

Provide leadership to solve significant wine community issues.



#4

Our work to advocate for the Napa Valley wine industry helped to ensure your brand's success.

- The Board of Supervisors adopted three substantive policy positions that we advocated for.
- We resolved two complex cases of Napa name misuse and monitored name use year-round.
- We held virtual lobbying days with 11 federal officials and the European Commission.



#5

We helped galvanize efforts to prevent and mitigate wildfires with the engagement of an active vintner community.

- Our Fire Prevention and Mitigation Committee involved 60 vintner members.
- More than 100 vintners attended our fire-prevention resource fair.
- Our advocacy helped pass the \$6.4 million Community Wildfire Protection Plan and legislation to restore insurance policies.
- Our work to protect Napa was covered in 16 news stories that reached 100 million people.



#6

Even without fundraising the last two years, we invested nearly \$6 million to champion a healthy Napa Valley community.

- NVV granted \$5.9 million to 24 nonprofits that serve more than 100,000 community members.
- We gave \$275,000 for COVID-19 vaccination clinics where 30,000 people got vaccinated.
- To care for our environment, we committed nearly \$100,000 to support Napa Green.

— GOAL 3 —

Strengthen the membership through a world-class organization.



#7

We invested \$1.3 million toward achieving a diverse and inclusive wine industry.

- Our \$1 million scholarship with UNCF launched and the first students started college this fall.
- Our support of Wine Unify, The Roots Fund and Battonage helped advance diversity efforts.
- We ensured diverse representation in all marketing, committees and programs.



#8

We created and curated 40 educational offerings attended by 1,000 individuals at 300 wineries to invest in your growth and success.

- Nearly 400 vintners from more than 200 wineries engaged in NVV committees.
- We successfully launched our CEO roundtables for more than 60 vintner CEOs.
- The custom-made Napa Valley Leadership Program engaged 16 future leaders.



#9

We're proud to serve you with a high-performing, professional membership organization through which 94% of member wineries were actively involved.

- In a year of big changes, we retained 98% of memberships with a 94% satisfaction rating.
- Our revenue goals were 43% above budget and we came within 2% of budget expenses.
- We ended the year with a clean audit.

#10

Our top highlight of the year is you!



Through it all, you've been with us 110% of the way. We couldn't have done it without your support! We appreciate your insights, involvement and commitment to making this Napa Valley's comeback year. We look forward to fulfilling the promise of brand Napa with you in 2022.