



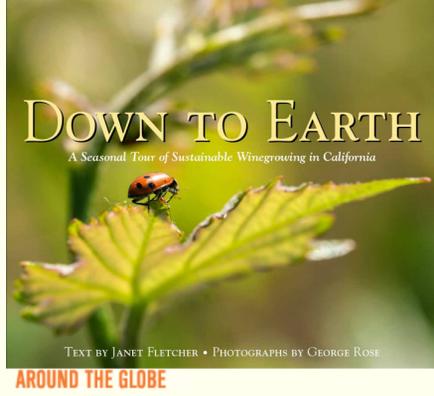
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Hello, from California Wines

Rain came to California in late spring, and winemakers across the state are eagerly welcoming bud break and the promise of a new season. With rising temperatures, winemakers are releasing their 2013 California rosés, which always make a perfect complement to sunny afternoons, and fresh, light fare. We're also looking back at our 2013 successes, as well as upcoming events.

FROM GRAPE TO GLASS

- Exports:** U.S. wine exports, 90% of which come from California, reached a record high \$1.55 billion in winery revenues in 2013, up 16.4% compared to the previous year, an increase for the fourth consecutive year by value. Volume shipments reached 435.2 million liters or 48.4 million cases, up 7.5%. Of the top export markets for California Wines, the European Union's 28-member countries are the largest accounting for \$617 million; followed by Canada, \$454 million; Japan, \$102 million; Hong Kong, \$78 million; China, \$77 million; Mexico, \$22 million; and South Korea, \$18 million.
- Harvest:** In other recordbreaking news, California posted another record winegrape crush in 2013, according to the [USDA's National Agricultural Statistics Service preliminary harvest report](#). The Golden State crushed 4.23 million tons of wine grapes from the 2013 vintage, up roughly 6% from 2012, which was also the previous record. Red winegrapes rose 5% to 2.4 million tons, while white wine grapes were up 6% to 1.8 million tons. Among specific grape varieties, Chardonnay continued to lead the way with a 16% share of the total crush for 2013, with Cabernet Sauvignon second at 11%. Meanwhile, Zinfandel accounted for 10% of the total crush, with Merlot at 7.4%, Pinot Noir at 5.5% and Pinot Gris at 3.8%. More information can be found in Wine Institute's [harvest report](#).
- Green:** California winemakers continue to push the envelope when it comes to land stewardship. In one region, the [Sonoma County Winegrape Commission is striving to make every vineyard and winery in the county certified sustainable within the next five years](#), as defined by the [California Sustainable Winegrowing Alliance](#). Even though some 85% of the vineyards in the region are family-owned, the incentives for compliance are strong: aside from preserving our natural resources, customers are increasingly asking for sustainably produced products, including wine. We've recently also released a new book, [Down to Earth: A Seasonal Tour of Sustainable Winegrowing in California](#), a consumer-friendly guide to environmentally and socially responsible practices that shows how sustainability influences California vintners and growers.



TEXT BY JANET FLETCHER • PHOTOGRAPHS BY GEORGE ROSE

AROUND THE GLOBE

- UK.** On 12th February, US Ambassador to the UK Matthew Barzun hosted a reception with guest speaker Chef Alice Waters for invited trade and media guests, which showcased US foods and the food-friendliness of California wines. And 2,500 representatives of wine trade and media were invited to the Go West! Tasting, featuring wines of California, Oregon and Washington states, on 17 March. The events have been covered in Decanter Magazine, Imbibe Magazine, The Observer and other publications. Meanwhile, new signs of life are appearing in the Irish wine market, as indicated by a strong turnout for the first of two trade tastings on 18th February. Eleven exhibitors representing 30 California wineries poured at the Dublin event, and nine poured again at a Galway event in April. In December, The Irish Independent's wine columnist Liam Campbell devoted a weekend piece to California reds.
- Continental Europe.** The 5,100 sq. ft. California Wines pavilion at the world's leading wine trade show, ProWein, in Düsseldorf in March hosted 47 companies, representing more than 150 California brands. In the last quarter of 2013, we supported a California promotion at retailer Movenpick in Switzerland and Germany. The promotion resulted in an increase of 7.9% in value and 22.6% in volume in Switzerland and of 53.2% in value and 48.1% in volume in Germany.
- Canada.** Sales trends continue to rise for California Wines, ticking up 3% in December 2013 and 3.8% in January 2014. California also grew in 2013 to become the second largest import category, displacing France and gaining rapidly on Italy, currently the most imported country. In April, we worked with Yellow Wine Club to host a "California Carnivale" event showcasing California wines with food, live art installations, California themed music, and carnival-inspired games and prizes.
- Japan.** During April and May, more than 230 restaurants and 45 importers are participating in the 2014 Wine-by-the-Glass Promotion, the largest number of participants to date. The theme this year is rosé, and many importers have been expanding their rosé portfolios. Meanwhile, popular bimonthly consumer wine magazine, The Wine Kingdom (circulation: 70,000 copies), recently published its March 2014 issue with a 20-page California wine feature article, as a result of an editorial visit to California last October.
- China.** Despite China's most recent estimate showing 2013 GDP growth at 7.7%, its weakest since 1999 in the aftermath of the Asian financial crisis, the value of U.S. wine imports into China outperformed the entire market and most of its competition by growing at an impressive 11.6%. Wine Institute's China office won Wine in China Magazine's "Best Wine Culture Promotion Organization" Award at a ceremony in Beijing in December, the first time that Wine Institute China has been recognized by such a prestigious publication and panel of judges. The award was presented to Wine Institute China in recognition of its outstanding performance of not only promoting California Wine regions and their varietal wines, but also to introducing California wine culture and lifestyle to Chinese wine consumers.
- Hong Kong.** The California Wines pavilion at the upcoming Vinexpo Asia Pacific in May will be our largest ever, with a 10% increase over the last show in 2012. This year's regional winery association participants include: Napa Valley, Sonoma County and Santa Barbara County. As with Mainland China, U.S. wines also outperformed the imported wine category in Hong Kong, growing by 3% to a total value of \$69MM. U.S. wines enjoy the 3rd largest share of the Hong Kong imported wine market by value, behind France and Australia.
- Mexico.** In February, California Wines held its annual Mexican tastings in Mexico City and Los Cabos; 18 winery representatives traveled to Mexico for the events, more than twice as many as last year. This year's seminar topic was "Napa Rocks". Total attendance at the Mexico City event was approximately 200, while 90 attended the tasting in Los Cabos.

FROM FARM TO TABLE



Roasted Chicken Breast with Yukon Gold Potato Cakes and Infused Rosemary Oil Sauce

Serves 4

Tender chicken breast with a delicate, rosemary-scented cream sauce served alongside a golden-toasted potato cake with Parmesan. Pair with California Pinot Noir or California Chardonnay.

Ingredients:

- 1.2 cup (125ml) extra virgin olive oil
- 3 (3-inch/7.5cm) sprigs fresh rosemary
- 5 medium-sized Yukon Gold, or other waxy potatoes (about 1 ½ pounds/680g), peeled and cut in half
- 2 tablespoons (30g) unsalted butter
- 1/3 cup (80ml) half and half or light cream
- 1 teaspoon (5ml) salt
- 2 tablespoons (30ml) thinly sliced scallions, white and light green parts
- 2 eggs slightly beaten, divided
- 2 tablespoons (30ml) vegetable oil
- 1/2 cup (45g) finely grated Parmesan cheese
- 4 (6-ounce/170g) boneless half chicken breasts, skin on

For the sauce:

- 1 tablespoon (15g) unsalted butter
- 1 tablespoon (15ml) all-purpose flour
- 1/2 cup (125ml) half and half or light cream
- 1/2 cup (125ml) chicken stock
- 1 cup (30g) loosely packed flat parsley leaves, finely chopped
- 1/2 teaspoon (2.5ml) minced rosemary leaves
- Salt and freshly ground black pepper

Directions:

Heat the olive oil in a small, heavy-bottomed skillet over low heat. Add the rosemary sprigs and cook for 10 minutes. Set the pan aside.

Put the potatoes in a large saucepan with enough water to cover them by 2 inches (5cm). Bring to a boil over medium-high heat and cook until tender about 20 to 30 minutes.

Drain the potatoes and return them to the pan. Off the heat, add the half and half, butter, and the 1 teaspoon (5ml) salt. Mix and mash the potatoes with a large whisk or potato masher to a stiff, slightly lumpy consistency.

When the potatoes are completely cool, mix in the scallions, and half of the beaten egg.

Heat the oven to 375° F (190° C).

Coat a large baking sheet with the vegetable oil. Form the potato mixture into 8 round cakes, 1-inch (2.5cm) thick, and place them on the oiled sheet.

Using a pastry brush, brush the tops of the potato cakes with the remaining egg and sprinkle with the Parmesan cheese. Bake for 40 minutes or until the tops of the cakes are golden brown.

While the potato cakes are cooking, sprinkle both sides of the chicken pieces generously with salt and pepper.

Heat 1 tablespoon (15ml) of the rosemary oil in a medium, heavy-bottomed, oven-proof skillet over medium-high heat until hot but not smoking. Add the chicken breasts skin side down and cook for 5 minutes. Turn the breasts over and cook 2 minutes. Spoon the fat in the pan over the chicken breasts.

Place the skillet in the oven (with the potato cakes) and roast the chicken for 20 minutes. Remove the pan from the oven and transfer the chicken to a cutting board. Let rest, for at least 5 minutes.

In the meantime, make the sauce: Heat 2 tablespoons (30ml) of the rosemary oil with the butter in a small saucepan. Stir in the flour, and bring to a sizzle over medium heat stirring frequently.

Add the chicken stock and half and half. Simmer for 2 minutes, stirring frequently, to thicken the sauce. Add the parsley and minced rosemary and simmer for 2 more minutes, stirring frequently. Season to taste with salt and pepper.

To serve, cut each half breast crosswise into 8 slices. Arrange the chicken slices and 2 potato cakes on each plate. Spoon the sauce over the chicken.

Still hungry? [Discover more seasonal recipes with California wine pairings on our wine and food page.](#)

HAPPENINGS & EVENTS

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