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Hello, from California Wines

Harvest is complete! The process involved months of close observance of weather and near-constant testing of grapes to target optimal ripeness. Sauvignon Blanc and other white grapes ripened first and were picked starting at the end of July through September. Cabernet Sauvignon, Zinfandel and our other red grapes spent more time on the vine.

Early estimates reveal the harvest to be similar in size to 2012, which yielded a record 3.7 million tons. Evident already is the extremely high quality of the fruit; this harvest marks another very good to excellent year, following California's stellar 2012 vintage. Read the [2013 Harvest Winegrape Report](#) for more exciting details.

FROM GRAPE TO GLASS

- The current moment—the ["Third Wave" of California Chardonnay](#)—is exciting. Jon Bonné, wine editor for San Francisco Chronicle and west coast editor for Decanter magazine, recently conducted a broad tasting to show the innovation and variety of our third-wave Chardonnays. International media guests of Wine Institute summed up their discovery: expect the unexpected.
- A new era for California Pinot Noir is here. Styles throughout the state, from Anderson Valley in the north to Santa Barbara County in the south—a span of more than 470 miles (760 kilometers)—show an undeniable degree of variety in style, flavor profile and mouthfeel as well as other characteristics. Karen MacNeil, author of The Wine Bible, showcased California Pinot Noir in a wine tasting at the [Culinary Institute of America](#) for international media guests of Wine Institute.

- California is in the lead, when it comes to energy efficiency at wineries. California Sustainable Winegrowing Alliance shares insights in [their newest video](#), which takes you behind the scenes as an older winery in Cloverdale upgrades their facility to optimize energy efficiencies.

AROUND THE GLOBE

- **USA.** Wine Institute held the first [International California Wines Summit](#) during early October, hosting 21 key wine media and buyers from Canada, the United Kingdom, Germany, Switzerland, Sweden, Japan and China. The weeklong slate of tastings and experiences offered a far-reaching look at major trends and innovations of California wine and connected this key group directly with vintners. The experience showed the diversity and quality of California wines and as well as the beautiful landscapes, wine and food in our wine country. [Have a look.](#)
- **UK.** From an inventive speed-tasting for multi-site restaurateurs to a tutored tasting for the trade in partnership with Square Meal magazine at the popular American Diner, our United Kingdom office has had a busy few months. Jancis Robinson MW, Stephen Brook and Adam Lechmere enjoyed our wines at a California old-vintage tasting recently. Finally: Sales of California wines increased by more than 400 percent within the retail chain SH Jones after its California Wines promotion.
- **Continental Europe.** California Wines sponsored the Swedish Sommelier Competition, hosted a California Tasting Bar with the theme of "Classic California" in Sweden and is in the planning phase of a partnership with By the Glass to launch a widespread promotion to Dutch wine retailers. In Russia, we held our annual barbeque at the summer home of the US Ambassador. The next issue of Russian wine magazine Simple, will cover the merits of California Cabernet Sauvignon.
- **Canada.** We celebrated California Wine Month in September with a 60-store promotion in British Columbia liquor stores and more than 70 in-store tastings as well as live events, thanks to the British Columbia Liquor Distribution Board. And California on the Wine Road, an eight-page feature, appeared in Touring magazine, one of Canada's most-widely read publications. Coming up: California Wine will host a pavilion at [Port of Wine Festival](#) (Halifax), [Ottawa Wine & Food Festival](#), [La Grande Dégustation de Montréal](#) and [Gourmet Food & Wine Expo](#) (Toronto). Meet us there!
- **Japan.** Our office in Japan conducted the annual California Wines Grand Tasting at the Westin Tokyo recently, hosting 1,200 wine buyers. Eleven Japanese trade buyers and one journalist visited California wine country in early September, spending time in Santa Barbara, Paso Robles, Monterey, Livermore Valley, Napa and Sonoma. Later that month an editorial crew from WINART, a Wine Spectator-like magazine for Japanese consumers, visited California as our guests; they'll publish a California wines feature in December. [Wine Kingdom](#) will be producing a California wine feature about north-coast California Rosé wine producers.
- **China.** We're completing final preparations for the 2013 ProWine China show to be held in Shanghai November 13 – 15. Our California wines pavilion is already at capacity and the show itself is sold-out. We will showcase wines from 60 California wineries and more than 100 brands, representing 32 AVAs during the show. Last month Wine Institute took part in a California Week promotion in Shanghai during Autumn Moon festival, attracting thousands of locals. California Secretary of Agriculture, Karen Ross, was in attendance on opening day.
- **Korea.** We invited key Korean media to California over the summer. The result: JoongAng Ilbo, one of Korea's largest daily newspapers, featured the region in a 2-page spread. Bar and Dining will publish a 50-page feature covering California wines soon. Additional news: the Korean government reported a 23.5 percent increase year-to-date in the value of imported wine compared to the same period in 2012.
- **Global.** Our global website translation project is nearing the finish. Soon we'll have new sites for Germany, Mexico, Quebec, Japan, Korea and (in traditional Chinese characters) for Taiwan and Hong Kong. We look forward to a late-autumn launch.

FROM FARM TO TABLE



Wild Mushroom Soup with Parmesan Croutons

Serves 4 to 6

This hearty earthy, woody, robust soup is a meal in itself. Serve with California Pinot Noir or Merlot.

Ingredients:

For the soup:

- 3 tablespoon (45 g) unsalted butter
- 2 tablespoons (30 ml) extra virgin olive oil
- 3 shallots, peeled and finely chopped
- 3 garlic cloves, peeled and finely chopped
- 3 cups (210 g) thinly sliced crimini mushrooms
- 1 cup (70 g) thinly sliced trumpet mushrooms (caps and stems)
- 1 cup (70 g) bite-size pieces of chanterelle, porcini or oyster mushrooms
- 1 cup (70 g) thinly sliced shitake mushrooms (caps only)
- 4 cups (950 ml) beef stock
- 1 cup (240 ml) heavy cream
- 2 tablespoons (30 ml) flour, mixed with 2 tablespoons (30ml) water
- salt and ground black pepper

For the croutons:

- 4 cups (220 g) bite-size cubes of rustic bread
- 1/4 cup (50g) finely grated Parmesan cheese
- 1 teaspoon (5 ml) fresh thyme leaves
- 2 tablespoons (30 ml) extra virgin olive oil

Directions:

For the soup:

Heat the butter and olive oil in a large pot, over medium-high heat, until the butter begins to sizzle.

Add the shallots and garlic cook for 1 minute until the garlic is slightly browned.

Add the mushrooms and cook, stirring occasionally, for 4 minutes or until tender.

Add the beef stock and bring to a simmer.

Reduce the heat to medium and simmer for 10 minutes.

Add the cream and bring to a simmer again.

Stir in the flour mixture, and simmer for 3 more minutes.

Season with salt and pepper to taste. Serve the soup hot, topped with croutons.

For the croutons:

Preheat the oven to 375 F (190 C).

Put the bread, Parmesan and thyme in a large bowl.

Drizzle with the olive oil and toss until combined.

Spread on a baking sheet and toast in the oven for ten minutes.

HAPPENINGS & EVENTS

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