

Richard Spitler

From: Anne Steinhauer [asteinhauer@napavintners.com]
Sent: Tuesday, August 30, 2011 10:33 AM
To: Jack Gingles; Michael Dunsford; Gary Kraus; Karen Slusser (offsite); chris@calistogachamber.net
Cc: Richard Spitler
Subject: Sept. 6 meeting and a study session

Hi all,

I know you've been getting a lot of phone calls and emails regarding the upcoming council meeting on 9/6 and I look forward to speaking with each of you at some point this week to hear what your needs are.

I know the question on the table is if you need a study session prior to making a decision on the drafting of an ordinance on the 75% grape sourcing rule for all new wineries and new winery tasting rooms. I am hopeful that the staff report will be sufficient for you to request that an ordinance be drafted and voted on at the next City Council meeting on September 20.

If you still choose to hold a study session I wanted to share with you what type of information the NVV can share with you.

As you know the NVV is primarily a marketing organization and we put together a power point presentation for our vintners to share with their customers outside the valley. The presentation starts with the time of the dinosaurs and ends with the bottle of wine on your dinner table while sharing many facts and figures such as:

Only 9% of the land in Napa County is planted to vineyards
 Only 4% of all California wine production is from the Napa Valley
 95% of the wineries in the Napa Valley are family owned
 92% of the 412 NVV member wineries produce 10,000 or less cases





The following editorial was in the Napa Register this morning:

http://napavalleyregister.com/news/opinion/editorial/vintners-look-to-hand-message-to-messengers/article_4def8588-d2b4-11e0-8742-001cc4c002e0.html

We'd be happy to offer this type of training during a potential and future study session on the wine industry should you think one is warranted.

Thank you for your attention to this issue and if you have any questions, please feel free to let me know directly.

Anne Steinhauer, Community Relations Manager
 Napa Valley Vintners
 707.968.4206 - direct
asteinhauer@napavintners.com

 facebook  twitter  nvv blog  website



Summertime and the sippin' is easy!

Enjoy a glass of Napa Valley white wine or rosé with your warm weather pursuits.

[Click here](#) to search for the perfect summer sipper.

napa valley vintners

p.o. box 141, st. helena, ca 94574 · 707.963.3388 main ·
 707.963.3488 fax