

MONTEREY COUNTY

UNITED STATES



Monterey Wine Country's growing region is vast, stretching 90 miles from north to south. There are nine distinct and separate AVAs within the 45,000 cultivated wine grape acres of Monterey County. The AVAs are Arroyo Seco, Carmel Valley, Chalone, Hames Valley, Monterey, San Antonio Valley, San Bernabe, San Lucas and Santa Lucia Highlands. The AVAs all share low rainfall, significant diurnal temperature variations, and strong ocean influence. The gently sloping land is suitable for drainage while the terrain and soil characteristics are the most ideal for planting, cultivating, and harvesting grapes away from urbanization.

Region

45,000 acres of growing area

9 appellations

72 wineries

225 vineyards

Impact

7,000 wine industry FTE jobs

\$361 million USD annual wages & benefits

481,000 annual visitors

\$64 million USD tourism revenue

\$7 million+ USD annual charitable contributions

Primary Grape Varietals

Pinot Noir

Chardonnay

Cabernet

Sauvignon

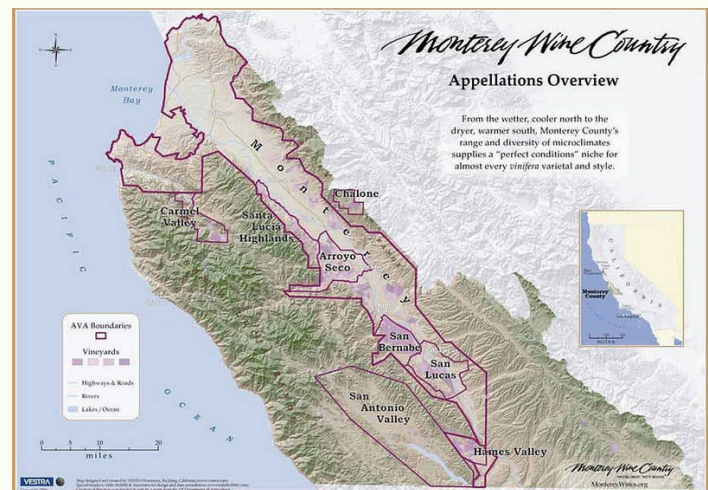
Merlot

Sauvignon Blanc

Syrah

Grenache

Viognier



For more information, visit www.montereywines.org or follow @monterey.wines on Facebook and @MontereyWines on Twitter and Instagram.

