



**The Wines of Lodi, California
Press Kit 2018**

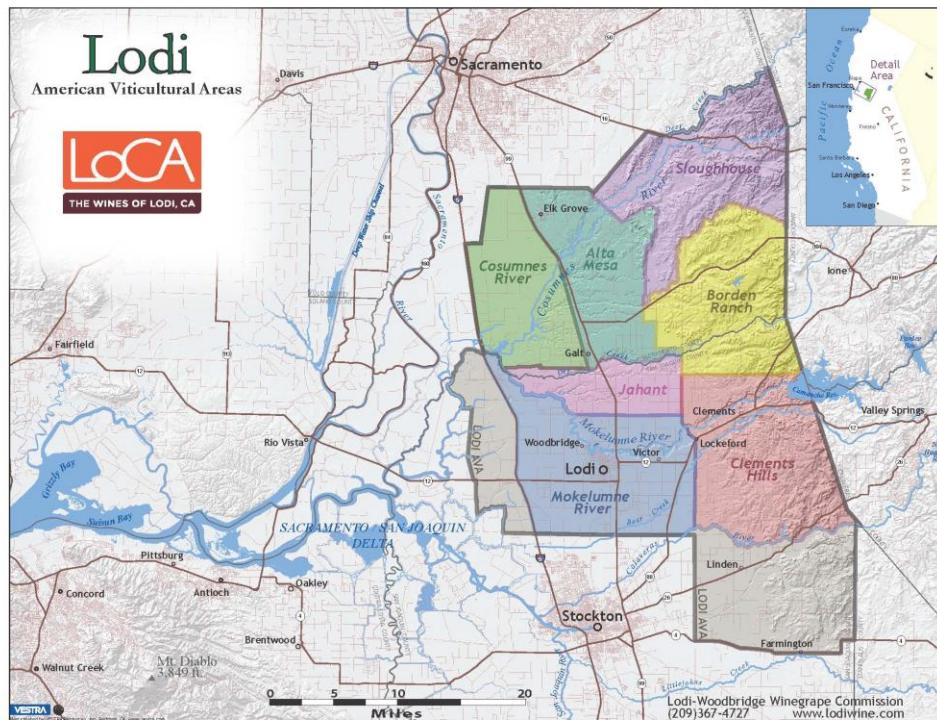
The Wines of Lodi, California

Lodi is one of California's great, historic wine regions, where multi-generational winegrowing families have lived and farmed for more than 150 years. Blessed with a classic Mediterranean climate and a range of soil types, the Lodi AVA offers a vibrant setting for an unusually broad selection of winegrape varieties, from classic old vine Zinfandel to grapes native to Portugal, Spain, France and beyond. Lodi leads the state in sustainable farming with its comprehensive LODI RULES, which is California's first third party-certified winegrowing program. In 2015 *Wine Enthusiast Magazine* awarded Lodi the prestigious Wine Star Award for "[Wine Region of the Year](#)."

- Location** Lodi wine country is located about 90 miles east of San Francisco, just beyond the San Joaquin/Sacramento River Delta. It lies 40 miles south of Sacramento and borders the western foothills of the Sierra Nevada mountain range.
- Climate** Cool evening breezes from the Pacific flow through the Golden Gate, across San Francisco Bay, up the San Joaquin/ Sacramento River Delta, and come to rest over Lodi, where they moderate the daytime warmth. Temperatures drop significantly at night, and the resulting "diurnal range" enables Lodi winegrapes to fully ripen while maintaining supple tannins and crucial acidity. Some 75 diverse grape varieties thrive in Lodi's distinctly Mediterranean climate.
- Origins** Italian and German settlers came to Lodi in the mid-19th century with *vitis vinifera* varieties, such as Zinfandel and Alicante, and by the 1880's, wine was flourishing. Lodi prospered during Prohibition, supplying Eastern "legal" home winemakers via adjacent rail lines. Subsequently Lodi growers expanded their grape acreage, first as a source of fruit for wine blends; then dessert wines and Zinfandel; and ultimately for today's fine varietally-designated wines. In 1986 the federal government recognized the Lodi American Viticultural Area; it then added seven smaller, sub-AVAs in 2005. Today Lodi includes some 90 wineries and almost 800 winegrowers farming nearly 110,000 acres of grapes.
- Diversity** Large and small, young and old, traditional varieties and some surprises – Lodi has all the attributes necessary to marry quality to diversity. In Lodi's rich environment, fourth- and fifth-generation families operate their farms and wineries as they have for over a century, joined now by new vintners who have brought creative winemaking and cutting-edge technology to the region. Thanks to Lodi's mild climate and the region's wide range of soil types, local farmers now complement classic Zinfandel and traditional California varieties with grapes such as Albariño, Tempranillo, Verdelho, Sangiovese, Viognier, Carignan, Syrah, and more.
- Innovation** In 2005, the Lodi Winegrape Commission created the game-changing LODI RULES for Sustainable Winegrowing Program, California's first third-party certified, sustainable winegrowing program. LODI RULES for Sustainable Winegrowing promotes practices that enhance biodiversity, soil health, disease management and water purity; and it further encourages responsible farming by focusing on the community through land stewardship, training, and safety initiatives. Approximately 46,000 acres will be LODI RULES certified with 24,200 acres in Lodi and 21,900 acres outside Lodi. In a similar spirit of collaboration, each year six small farmers of the region's heritage Zinfandel vineyards are chosen as ambassadors to the Lodi Native™ project, which seeks to preserve and promote the AVA's historic Zinfandel plantings – some dating back to the 19th Century.

Location and Climate

For Lodi, geography and climate go hand in hand, as the one – location – determines the other – the perfect climate for an unusually diverse range of winegrape varieties.



- The Lodi AVA takes its name from the largest town within the region's borders.
- The Lodi AVA is located roughly 90 miles east of San Francisco, just beyond the San Joaquin/Sacramento River Delta. It lies 40 miles south of Sacramento and borders the western foothills of the Sierra Nevada mountain range.
- Lodi has a Mediterranean climate thanks to the presence of the San Francisco Bay and San Joaquin/Sacramento River Delta directly to its west. While heat rises during the day, Bay breezes from the cool Pacific cross the Delta at night, making for significant temperature swings.
- Lodi's warm days and cool nights are perfect for ripening winegrapes with approachable, fruit-forward flavors while maintaining supple tannins and firm acidity.
- Though Lodi is sometimes perceived as being a hot-climate region, temperatures are comparable to or even lower than St. Helena or Healdsburg. (**See chart on last page**)

Diversity

Large and small, young and old, traditional varieties and compelling alternatives – Lodi has all the attributes necessary to marry quality to diversity.

- Wine culture in Lodi started with its German, Italian, Spanish and Portuguese immigrants, who planted wine grapes associated with their native countries soon after they arrived.
- Although Lodi is the self-proclaimed Zinfandel Capital of the World, the region is now known for its success in growing a wide range of interesting and unusual winegrapes, including Iberian, German, Italian, Portuguese and Rhone varieties.
- Lodi leads in the breadth of its varietal plantings. In all it has more than 75 varieties in commercial production, as winegrowers take advantage of the moderate climate to plant Albariño, Tempranillo, Verdelho, Sangiovese, Viognier, Carignan, Petite Sirah, Syrah, to name several.

Variety	Tons	% CA Total
Cabernet Sauvignon	163,762	27%
Zinfandel	124,199	34%
Chardonnay	110,851	18%
Merlot	78,443	31%
Pinot Grigio/Gris	58,035	23%
Petite Sirah	40,847	42%
Syrah	19,918	19%
Sauvignon Blanc	19,352	18%

Source: California Department of Agriculture 2017 Grape Crush Report

- In fact, Lodi can successfully grow more than 100 different grape varietals—*more than any other single region in California.*
- Lodi's diverse soils were formed over thousands of years as two major rivers originating in the Sierra Nevada – the Mokelumne and Cosumnes – brought soils rich in granitic-based minerals that complemented the fine sandy loam soils surrounding what is now the town of Lodi. Now, recent expansion has driven vineyards into previously undeveloped areas along the eastern edge of the appellation, where a range of older, lower fertility soils are found; these range from heavier clay-based soils in the south to well-drained, stony soils in the north – ideal for growing winegrapes.
- There are five major wineries in the area – Robert Mondavi's Woodbridge, Turner Road Vintners, Trinchero Family Estates, Bear Creek Winery and Oak Ridge Winery. The region also serves as home to 85 boutique wineries specializing in small-lot, handmade wines that regularly garner major awards at domestic and international wine competitions.
- Increasingly, wine producers from outside the region seek out fine Lodi grapes as well.

Innovation

Innovative and experimental, Lodi leads the state when it comes to sustainable vineyard practices and enlightened winemaking.

- Lodi's farmers have always been pioneers in innovation, skillfully striking a balance between modern science and established traditional methods.
- Whether using mechanical harvesting, satellite imagery to detect vine deficiencies, weather stations in vineyards, or extensive drip irrigation, Lodi's growers deploy the most sophisticated tools and information available to maximize grape quality.
- Historically, Lodi was a reliable source of standard California varietal grapes for the likes of Robert Mondavi, Louis Martini, Gallo, Sutter Home, and Sebastiani. But as consumers' tastes broadened, and as innovative growers discovered that Lodi's moderate climate and varied soils allowed them to grow a wide range of grapes, Lodi diversified to the extent that it now has more than 75 winegrape varieties in commercial production. Now grapes from less-explored regions and emerging varieties regularly share space with traditional Zinfandel and more conventional California grapes.
- In 1991, local growers established the Lodi Winegrape Commission, with a mandate to conduct programs in marketing, grower education, and viticultural research.
- In 1992, the Lodi Winegrape Commission began an integrated pest management program, and evolved into the LODI RULES sustainable winegrowing program, the first third-party-certified program of its kind. The LODI RULES certification program is now seen as a model and guide for growers all over the world LODI RULES takes a comprehensive approach to farming that goes beyond just pest management to promote practices that enhance biodiversity, soil health, and the quality of water and air; it also takes employee and community well-being into account. The program is regularly reviewed and evaluated.
- LODI RULES Certification for Sustainable Winegrowing in California is accredited and certified by Protected Harvest, a leading nonprofit organization comprised of scientists, academics, and environmental advocates.
- Six small farmers of the region's heritage Zinfandel vineyards are chosen each year to participate in the Lodi Native™ project, which seeks to preserve and promote the AVA's historic Zinfandel plantings – some dating back to the 19th century – through sensible viticulture and low intervention winemaking.

Lodi Wine Region Fact Sheet

Key Facts

- 1986 – The Lodi American Viticultural Area (AVA) was recognized by the federal government.
Lodi's seven sub-AVAs approved in 2005: Cosumnes River, Alta Mesa, Sloughhouse, Borden Ranch, Jahant, Mokelumne River, Clements Hills
- Acreage Planted: 110,000 acres planted to winegrapes
- Top Planted Varieties: Cabernet Sauvignon, Zinfandel, Chardonnay, Merlot
- Climate: Mediterranean

- Soils: Diverse range of granitic-based sandy soils
- In 1991, local growers voted to establish the Lodi Winegrape Commission to promote the Lodi region.

Average Temperatures

WRCC Average High/Low Temperatures (1893-2014)

	March	April	May	June	July	Aug.	Sep.	Oct.	Yearly
Lodi	65.7 41.8	72.5 44.5	79.4 49.0	86.6 53.2	91.5 55.6	90.0 54.4	86.5 52.2	77.4 46.6	73.6 46.0
St. Helena (Napa Valley)	65.4 40.5	71.5 42.7	78.1 47.2	84.4 51.0	89.7 52.6	89.1 52.1	86.3 49.7	77.5 45.8	73.6 44.5
Healdsburg (Sonoma)	66.5 42.3	72.0 44.4	78.4 48.5	84.4 52.1	88.8 52.7	88.4 51.5	86.0 51.5	77.9 47.7	73.9 45.9
Paso Robles	67.8 38.5	73.7 40.2	80.0 44.1	86.6 47.7	92.7 50.8	92.9 50.0	89.3 47.4	81.1 41.9	76.7 41.5
Santa Maria (Sta.Barbara)	66.4 42.5	68.8 44.6	70.2 47.1	72.6 49.4	74.1 52.2	74.1 52.6	75.4 50.9	74.1 47.6	70.0 45.7
Fresno	67.0 43.8	74.4 48.0	83.5 54.3	91.7 60.5	98.3 65.7	96.4 64.0	90.8 59.7	79.7 51.2	76.5 50.4

Wine Production

- Number of physical wineries: 85 boutique wineries (70 with tasting rooms regularly open to the public)
- Almost all are family owned
- Estimated annual production: 743,000 tons of winegrapes yielded in 2017 valued at \$453 million comprising 18 percent of California's total yield
- 40 percent of California's premium Zinfandel annually supplied by Lodi

LODI RULES for Sustainable Winegrowing Program

- Focuses on environmental & social responsibility and economic feasibility
- Launched in 2005 by the Winegrape Commission; California's first third-party certified sustainable winegrowing program
- 22 percent of Lodi's total winegrape acreage is certified sustainable under LODI RULES
46,000 acres in total are LODI RULES certified
24,200 acres are certified in Lodi
21,500 acres are certified in 10 Crush Districts in California and in Israel
- More than 150 wines bearing the LODI RULES seal have won 50 awards and counting
- More than 35 wineries produce wines bearing the LODI RULES seal
- First American sustainable winegrowing program to certify vineyards outside of the U.S.
- Wineries have paid farmers in the program bonuses for LODI RULES certified grapes totaling more than \$8 million

