

## Top 5 Facts About the Lake County Wine Region

### 1. High Elevation

The majority of vineyards in the region are planted above 1,300 feet, and the upper elevations experience higher ultraviolet light levels, promoting phenolic intensity with balance.

### 2. Higher, Drier, Shorter, Colder

Higher and drier mountains have less pest and mildew pressure. Cold winters reduce pest populations, and a shorter season requires fewer pesticide and other applications. As a result, Lake County is among the areas of lowest pesticide use of any wine region in California.

### 3. Compelling Terroir

The appellation boasts the purest air quality in California (3<sup>rd</sup> cleanest in the nation), some of the youngest soils in the North Coast, and one of the oldest lakes in North America.

### 4. High Quality

Lake County produces high-quality, varietally true grapes with prices targeted for \$10 to \$40 programs.

### 5. Professional Growers

The region boasts a small, experienced cadre of growers who have planted the right varieties in the right locations at the industry standard. Seventy percent of Lake County growers have participated in the Code of Sustainable Winegrape Practices Self Assessment.

