

WINE ROUTES OF THE
UNITED STATES
OF AMERICA



THE
Wine
*
routes
OF THE WORLD

A PROJECT BY UNWTO & FUNDACION ARAEX GRANDS

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WINE ROUTES OF THE UNITED STATES OF AMERICA



HISTORY OF WINE CULTURE IN THE UNITED STATES OF AMERICA

Upon the arrival of the first European settlers to the lands of North America, they found abundant grape crops – they called this land Vinland. The oldest wine made in what is now the territory of the United States of America was made from the *vitis rotundifolia* vine, later replaced by the *vitis vinifera* brought from Europe.

In the late 19th century, phylloxera began to be a problem in the growing American wine industry that began to decrease its production. Added to this was the implementation of the Prohibition Law in 1920, prohibiting the production, sale and transportation of alcohol, leading to the near destruction of the commercial wine industry in the United States. Only a few wineries survived thanks to the exceptions that were made for sacramental wine.

After the abolition of the ban, the industry re-emerged thanks to the help of more than 80 universities and institutions. NASA implemented new technologies that helped improve the

control of grape crops in different regions. At the 1976 Paris Wine Tasting, also known as the Judgement of Paris, wines from the United States received worldwide recognition when a California Chardonnay and a Cabernet Sauvignon beat French wines in a blind taste test, earning the reputation of being one of the high-quality wine regions in the world.

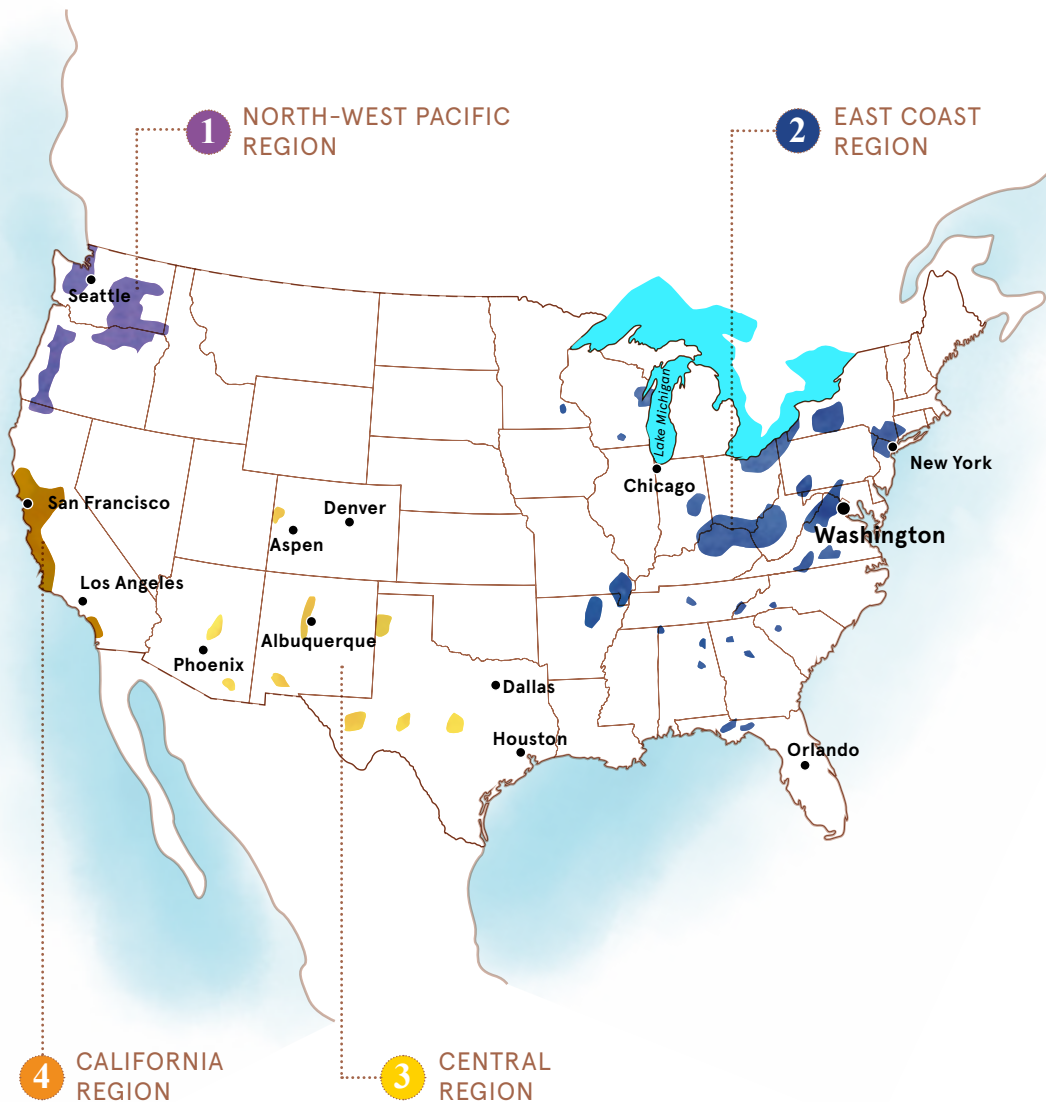
In 1978 the Bureau of Alcohol, Tobacco and Firearms (now the Alcohol and Tobacco Tax and Trade Bureau) developed the rules that established the first naming system, the American Viticultural Area (AVA). An AVA is a delimited grape-growing region with specific geographic or climatic features that distinguish it from the surrounding regions and affect how grapes are grown. As of 2020, there are 257 AVAs in the United States, 142 of which in California.

The country is the fourth wine producer in the world.



GEOGRAPHY AND CLIMATE SHAPING THE COUNTRY'S WINE LANDSCAPE

The United States of America has a great diversity of climates, from tropical to the sub-arctic tundra. In California, the breezes from the Pacific Ocean moderate the heat in the summer and keep the winters very mild. Towards the north-east, the humid continental dominates, with freezing winters and intense summers. In this region, viticulture is possible in those places where the climate is softened by large rivers, lakes or by the Atlantic Ocean.



1 NORTH-WEST PACIFIC

The states of Oregon and Washington make up this region that offers a very varied palette of wines and great wine appeal due to the influence of the hills and mountains that generate microclimates providing great opportunities for wine makers to create quality wine. These two regions are differentiated by their climates; in the state of Washington a dry desert-like climate predominates while Oregon is a cool area with a higher rainfall.

PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

Seafood and fish are celebrated throughout the territory, particularly salmon; the favourites are grilled and smoked salmon that pairs well with Chardonnay.

Pinot Noir is the perfect accompaniment to red meats including grilled beef and lamb.

MUST-VISIT IN THE REGION

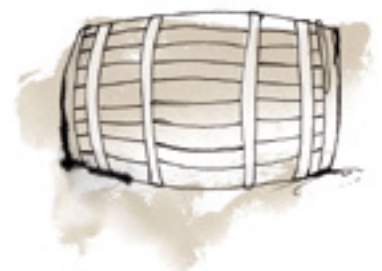
- Portland
- Willamette Valley
- Crater Lake
- Space Needle
- Mount Rainier National Park
- Palouse Falls



Chardonnay



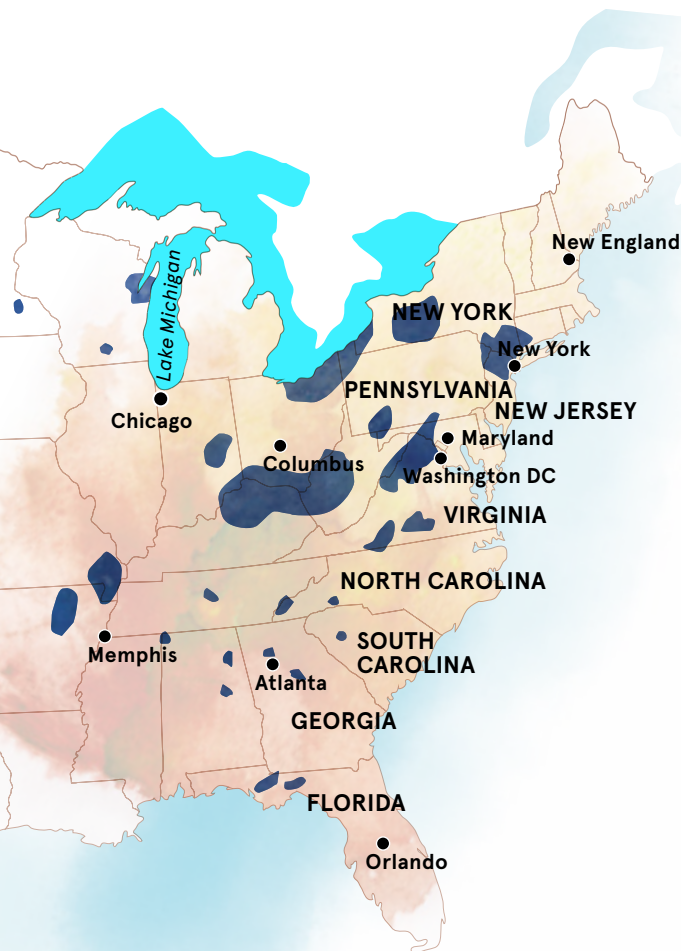
Pinot Noir





2 EAST COAST

The East Coast region also includes the north-west of the United States of America. This is the cradle of the American varieties that grew wild in colonial times. They were wild strains, very strong and resistant ancestors of the Concord grape of the vitis labrusca family, widely spread along the Massachusetts coast. Areas like the state of New Jersey have one of the longest historic wineries in the United States of America, planting the first vines in 1760.



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

On the East Coast, there is a great variety of gastronomic cultures, such as the typical American, Italian, Chinese and Mediterranean. Some strains that can pair very well are CONCORD, CATAWA and other varieties of LAMBRUSCA.

MUST-VISIT IN THE REGION

- New York State
- New England
- New Jersey
- Pennsylvania
- Maryland



DOMINANT VARIETIES

The most cultivated strain is the Concord. For years, their wines were mostly made with Concord, Catawa and other varieties of Lambrusca. These wines were quite sweet in order to *make up* the harsh and unpleasant aromas of these grapes.

3 CENTRAL REGION

The south-west of the United States of America is the ideal place for outdoor adventurers for its landscapes and sunsets, but few would associate this part of the country with wine. However, this rich and exciting region is characterized by its involvement in the country's winemaking history, as it is said that this is where the first grapevines, brought from Europe by Franciscan monks, were planted.



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

This region is characterized by its famous barbecue (BBQ) that goes well with Cabernet Sauvignon.

The blue cheese blended from sheep's and cow's milk has a delicious texture and is an ideal match for a Chardonnay.



Chardonnay



Cabernet Sauvignon

MUST-VISIT IN THE REGION

- Houston
- Dallas
- Montaña de Cheyenne
- Aspen





A SPECIAL TOUR TO CALIFORNIA



HISTORY OF CALIFORNIA WINE CULTURE

Spanish missionaries brought the first *vitis vinifera* vines to California during the 18th century. Starting in 1775, missions were built from Sonoma to Sacramento to convert the native Americans to Catholicism. The need for religious sacrament wine meant new varieties of vines were brought into the New World.

In the mid-19th century, the California Gold Rush led to a rapid increase in the population of California after gold was discovered at Sutter's Mill in the Sierra Foothills in 1848, leading to a burgeoning demand for wine. In response to this need, California's first commercial winery, Buena Vista, was founded in 1857 by Agoston Haraszthy in Sonoma.

In 1976, the Judgement of Paris brought international acclaim to Californian wine when French judges chose Californian wine over French bottles in a blind tasting. In 1991, a TV news report on the health benefits of red wine encouraged increased consumption. These cultural developments helped spur a rush to buy land and plant vineyards that expanded California's wine industry.

Today, many California vintners have embraced environmentally and socially responsible practices to produce high-quality wines. This healthy environment is also reflected in the way the state's wines pair perfectly with farm fresh cuisine. To learn more about California and its wine regions, please visit www.capstonecalifornia.com.

GEOGRAPHY AND CLIMATE SHAPING CALIFORNIA'S WINE LANDSCAPE





1 NORTH COAST

With one of the coolest climates in California, this region is home to more than half of California wineries. From rolling hills to towering redwoods. The scenery along the North Coast is as memorable as the wine.



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

- Pan roasted salmon with caramelized endive: pairs beautifully with California Pinot.
- Pappardelle with artichokes, peas and prosciutto: pairs with a Sauvignon Blanc.
- Fresh, cracked dungeness crab with lemon aioli. Pairs with California Chardonnay.

MUST-VISIT IN THE REGION

Lake County – famous for its fine, affordable Cabernet Sauvignon and Sauvignon Blanc.

Los Carneros – Many varietals are grown here, but celebrated for its sparkling wines.

Mendocino County – Home to the world's tallest living tree, a coastal redwood measuring 112 meters.

Napa Valley – First recognized at the Judgement of Paris in 1976 this region is famous for its renowned wines and farm fresh cuisine.



Sonoma county grows more Pinot Noir than any other county in the state. The North Coast region produces a wide variety of grapes which often favour Pinot Noir and Chardonnay. Others specialize in Sauvignon Blanc.

2 CENTRAL COAST

San Francisco's Golden Gate Bridge rises to greet you at the top of the Central Coast. The weather transitions from moody to mild, which makes for excellent wine growing conditions. Grapes here are among the oldest in the state, planted by Spanish missionary monks.



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

- Grilled halibut with pickled red onion and mango: pairs with California Syrah or California Chardonnay.
- Braised beef short ribs with red wine, pancetta and cremini mushrooms: pairs with California Syrah.
- Salmon poached in a coconut curry with green beans, Thai chiles and baby spinach: pairs with California Chardonnay.

MUST-VISIT IN THE REGION

Monterey County – A popular wine destination, as well as a migration path for whales. You are likely to spot another species here – the American golfer. Pebble Beach's golf links have been wowing pro and amateur golfers since 1919.

Paso Robles – A hot spot for Rhone varietals and blends, it hosts the annual Hospice du Rhone, a lively gathering of international Rhone wine producers.

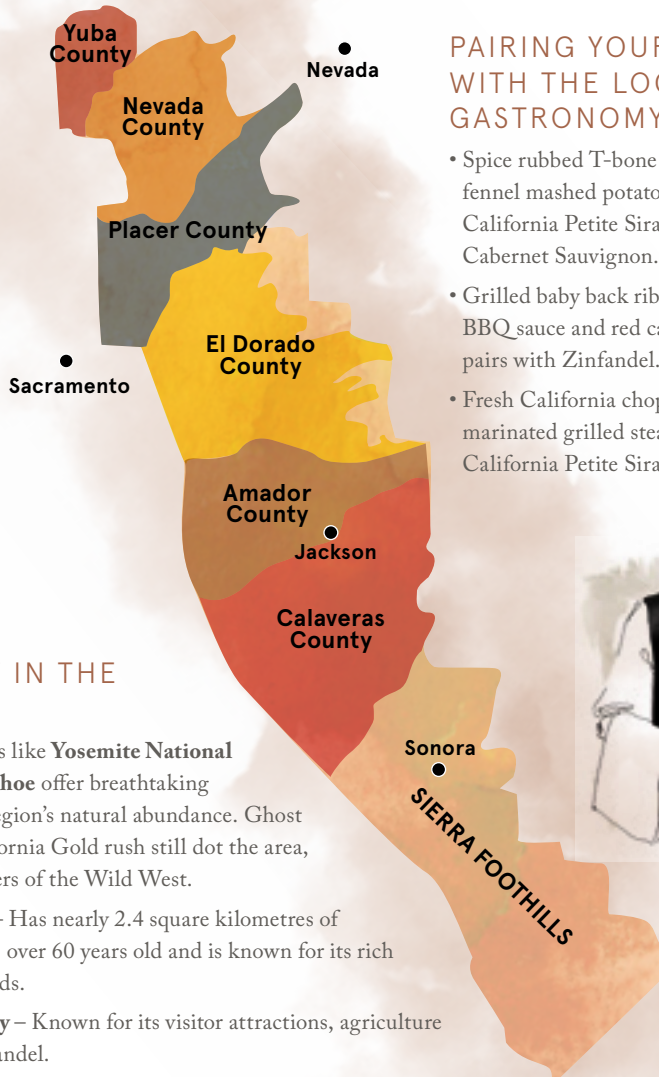
Santa Clara Valley – Also known as Silicon Valley, this region is a hotbed for the world's leading technology companies, including internet, computing and renewable energy.

Due to the variation of climate and topography across the Central Coast, it is challenging to generalize about wine growing conditions. Predominantly Chardonnay and Pinot Noir are the favoured grapes grown here, however, Cabernet Sauvignon and Zinfandel are also popular.



3 SIERRA FOOTHILLS

The epicenter of the California Gold Rush, this area attracted immigrants who sought fortune in the mines and left their vines in the soil. Local vineyards in the Sierra foothills serve up wines of abundant flavour and variety.



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

- Spice rubbed T-bone steak with pan-fried fennel mashed potatoes: pairs with California Petite Sirah or California Cabernet Sauvignon.
- Grilled baby back ribs with smoky cherry BBQ sauce and red cabbage citrus slaw: pairs with Zinfandel.
- Fresh California chopped salad with marinated grilled steak: pairs with California Petite Sirah.



MUST-VISIT IN THE REGION

Famous attractions like **Yosemite National Park** and **Lake Tahoe** offer breathtaking examples of this region's natural abundance. Ghost towns of the California Gold rush still dot the area, serving as reminders of the Wild West.

Amador County – Has nearly 2.4 square kilometres of the country's vines over 60 years old and is known for its rich history and rich reds.

El Dorado County – Known for its visitor attractions, agriculture and old-vine Zinfandel.

Yuba County – Farm trails and farm-to-fork meals celebrate local peaches, nectarines, melons, rosemary and olives.

The warm, high-altitude terroir here is well suited to the production of big, ripe, red wines made from Zinfandel, Syrah and Italian varieties such as Barbera. The rocky soils in this region vary which makes grape growing more challenging. The result is often small yields of grapes with intense, concentrated flavours.

4 INLAND VALLEYS

This region is one of the world's most fertile farmlands, providing more than eight percent of America's agricultural yield. Across Lodi, Sacramento and San Joaquin Valley, farmers tend to everything from almonds and apricots to tomatoes, cotton, asparagus and alfalfa.



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

- Pork tacos with garlic grilled tortillas and avocado cream: pairs with Sauvignon Blanc.
- Heirloom tomato and black olive tart: pairs with Zinfandel.
- Spicy sea bass coconut chowder: pairs with Viognier.

MUST-VISIT IN THE REGION

Lodi and the Delta – Lodi's vintners craft some of the country's finest Zinfandel.

Sacramento Valley – Discovered by Spanish explorers in the 1500s, the region includes the state's capitol.

San Joaquin Valley – The largest wine region in the state at over 611 square kilometres.

Lodi proclaims itself as the Zinfandel capital of the world with over 40% of California's premium Zinfandel vineyards are located here. Other key varieties include Cabernet Sauvignon, Syrah and Merlot for reds and Chardonnay, Viognier and Sauvignon Blanc for whites.



5 SOUTHERN CALIFORNIA

The lifestyle in southern California is more serene, with quiet vineyards tucked into rolling valleys and foothills. One San Diego vineyard grows their Cabernet Sauvignon a 1,300 metres above sea level, the highest vineyard elevation in California



PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

- Prawn and avocado salad with creamy orange chive dressing: pairs with California Pinot Gris.
- Homemade pizza with figs, prosciutto, arugula and fresh mozzarella: pairs with California Rosé.
- Baked striped bass with peperonata, olives and saffron alioli: pairs with California Grenache.

MUST-VISIT IN THE REGION

Cucamonga Valley – A rich wine county full of culture with founding families farming some of their original acreage and welcoming visitors to sample a diverse selection of wines and some very special history.

Los Angeles Area – These coastal areas are home to countless movie stars, art, surf sports and intimate high-elevation wineries.

San Diego County – One of California's most popular tourist destinations. This region has been growing grapes longer than most other counties in the state.

Zinfandel thrives here, producing dense, brambly red wines from very old vines. After the bacterial Pierce's Disease ravaged vineyards throughout the area in the 1900s, careful consideration was put into the replanting of vines in this region. Today the region produces many high-quality wines from Zinfandel, Syrah and Chardonnay.

6 FAR NORTH CALIFORNIA

Residents of this beautiful, northernmost corner of the state enjoy a quieter, more reflective lifestyle, as evidenced by the vibrant artist colonies, rural homesteads and eclectic wineries. Here, rocky coastlines, giant redwoods and teeming wildlife are visible as far as the eye can see.

● Crescent City

Seiad Valley

FAR NORTH

Willow Creek

Trinity Lakes

● Eureka

PAIRING YOUR WINE WITH THE LOCAL GASTRONOMY

- Grilled pork shoulder chops with nectarine slaw: pairs with Cabernet Sauvignon.
- Sliced porterhouse steak with arugula, garlic toast and California olio nuovo: pairs with California Syrah.
- Roasted duck leg with black currant sauce and roasted turnips: pairs with California Cabernet Sauvignon.

MUST-VISIT IN THE REGION

Lassen National Park – The state's least-visited national park boasts hydrothermal wonders and California's snowiest place.

This part of the state's coast is home to the tallest Redwood trees on Earth, which can be seen from north of Eureka up to the Oregon border.

Mount Shasta – At 4,3 kilometres, the fifth highest peak in California draws seekers of many types, from outdoor adventurers to new age religion enthusiasts.

● Redding

Inwood Valley

Manton Valley



The cold, alpine air poses a threat to vineyards in this region. Very few months of the year here are frost-free and, in some vintages, the harvest can be significantly affected by frosts in both June and September. Zinfandel and Pinot Noir are the most common grape varieties located here, with berries of a higher concentration flavour components due to a lack of water in the soil.



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