



MEDIA ADVISORY

Release of Wine Grape Crush Report, Experts Explain Market Impacts

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- WHAT:** The California Department of Food and Agriculture's *Preliminary Grape Crush Report* for 2017 is a critical barometer for the wine and grape industry, containing prices and tons of wine grapes crushed during the 2017 harvest. The *Crush Report* provides growers and wineries insight into the inventory position for the California wine business as a whole, and influences market dynamics for the current bulk wine market as well as the upcoming 2018 harvest.
- WHEN:** CDFA is scheduled to release the *Grape Crush Report* at noon on Friday, February 9, 2018.
- ANALYSIS:** The Crush Report is likely to shed light upon the contrast of the impacts of several heat waves throughout California with the increase in wine grape acreage. While the October fires garnered far more attention, the reduction in crop size is likely to be greater due to the heat waves. Our research and analysis from actual tons delivered and market dynamics concludes that the 2017 crop will likely be similar to 2016 in many areas of the state. We anticipate the continued increase of district average prices for Pinot Noir and Cabernet Sauvignon grapes from the key luxury regions which are already at record levels. Turrentine Brokerage will provide a Press Release with our findings on the afternoon of Friday, February 9th.
- WHO:** With over 45 years of wine industry experience, Turrentine Brokerage, California's largest wine grape and bulk wine brokerage company, has a team dedicated to be trusted and strategic advisors to wineries, growers and financiers. **Turrentine Brokerage is available to provide comment and analysis on this report** and its probable impact on growers, wineries and consumers.
- Turrentine Brokerage will have its experienced team of grape and wine brokers and analysts available all-day Friday, and throughout the following week for comment and questions.