



FACT SHEET

Mendocino County – Puts the country back into the wine country!

[Mendocino](#) County has a long history of winemaking which dates back to the mid-1800s when the first Italian immigrants settled the green hillsides. Still today, the majority of the region's 570 vineyards remain in the hands of family farmers, many of whom have lived for two or more generations on their land—some tracing their roots to the first settlers. The deeply rooted winegrowing community of farmers share a common passion for growing quality grapes, stewarding the land and producing outstanding wines.

Although Mendocino is one of the largest wine-producing counties in California, the area planted with winegrapes (17470 acres) represents only about 0.8% of the total County area. The diversity of the growing conditions leads to numerous winegrowing regions, each with a distinct personality, and twelve of these regions are approved American Viticultural Areas (AVAs). Mendocino includes the world renown Anderson Valley AVA and the geographically unique Mendocino Ridge AVA, the only non-contiguous AVA in America. Red grapes represent the majority of the Mendocino grape acreage, the most widely planted are Pinot Noir, Cabernet Sauvignon, Zinfandel, Merlot and Syrah but other common varietals are Petite Sirah, Carignane, Grenache, Sangiovese and Barbera. Chardonnay and Sauvignon Blanc are the most popular white grapes followed by Gewurztraminer, Viognier and Pinot Gris. This wide array of grapes favors the production of a broad range of wine styles, including sparkling wines of exceptional quality.

Mendocino is also home to [Coro Mendocino](#), the first wine consortium in the United States (Chateaufeuf du Pape and Chianti Classico are old world consortiums). The project was started in 2000 by a group of Mendocino County winemakers who joined together to create an ultra-premium wine blend that would showcase the local heritage varietal, Zinfandel. Each Coro is a blend that includes Zinfandel and other varietals as determined by the winemaker following Consortium Mendocino's Production Protocol, and not all wines pass the rigorous peer review blind tasting that is necessary to achieve this title. Coro, named and inspired from the latin root for chorus, is the first wine of its kind to set blending and aging parameters for a wine distinctive to its region in the United States.

Mendocino farmers, grape growers and winemakers have pioneered a sustainable farming approach long before it gained the attention it has today, and a large percentage of grapes are grown following certified sustainable, organic, biodynamic and Fish Friendly protocols. Over 25% of Mendocino County's wine grapes are certified organic, in fact, 1/3 of the total organic wine grape acreage in California is in Mendocino County. Demeter Certified Biodynamic® acreage in Mendocino County is 10 times higher than any other region in California. Organic pioneers have found Mendocino to be a natural fit for their passion. The first organic winery in the U.S., Frey Vineyards (founded in 1980), advanced another first in 1996 when they became the first producer of US biodynamic wine. Bonterra Vineyards is the largest producer of organic wine in the nation, and Parducci Wine Cellars was the first US winery to be certified carbon neutral. Mendocino has also been a solar center for the

winemaking world. The region includes the first solar-powered winery, a 100% off-grid winery (Philo Ridge Vineyards), and the wine industry's largest solar array, generating 1.1 million kilowatt hours of clean electricity annually and supplying 80% of the winery's electricity needs (Fetzer Vineyards). The county's green agricultural landscape also includes orchards (pears and apples) and several hundred acres of organic vegetables and flowers. Sheep, cattle, buffalo, and llamas graze on 371,000 acres of pasture.

Official Website: www.mendowine.com

FACTS & FIGURES

- Number of wineries in Mendocino County: 108
- Number of Approved American Viticultural Areas (AVA): 12
 - Anderson Valley
 - Cole Ranch
 - Covelo
 - Dos Rios
 - Eagle Peak
 - McDowell Valley
 - Mendocino Ridge
 - Mendocino
 - Pine Mountain-Cloverdale Peak (part of this AVA is also in Sonoma)
 - Potter Valley
 - Redwood Valley
 - Yorkville Highlands
- 17470 acres of vineyards (16505 bearing / 965 non-bearing) in Mendocino County, of which:
 - 11618 acres planted with red varieties, of which:
 - 11040 bearing / 578 non-bearing
 - 5852 acres planted with white varieties, of which
 - 5465 bearing / 387 non-bearing
 - 4275 acres are certified organic (25% of total wine grape acreage)
 - 1094 acres are Demeter Certified Biodynamic®
 - 10626 acres (across 135 vineyards) are certified Fish Friendly (total surface of FFF certified land is 34700 acres, Mendocino County is #1 in America in terms of wilderness acres FFF certified relative to vineyard land)
 - 8179 acres are certified by CSWA (California Sustainable Winegrowing Alliance) representing 123 vineyards.
- Number of vineyards: 570
- Median vineyard size: 14 acres
- Average price per ton: \$1679
- Production: 67210 tons
- Value of Mendocino crop for 2019: \$112.85 Million (2019 Mendocino Grape Crush report)

- Top red wine grape varieties planted in Mendocino County:
 - Cabernet Sauvignon – 3271 acres (2895 bearing /376 non-bearing)
 - Pinot Noir – 2783 acres (2681 bearing / 102 non-bearing)
 - Zinfandel – 1820 acres (1782 bearing /38 non-bearing)
 - Merlot – 1320 (1312 bearing / 8 non-bearing)
 - Syrah - 588 acres (568 bearing /20 non-bearing)

- Top white wine grape varieties planted in Mendocino County:
 - Chardonnay – 4466 acres (4154 bearing / 387 non-bearing)
 - Sauvignon Blanc – 724 acres (677 bearing / 46 non-bearing)

LOCATION

Mendocino County represents the most northern wine producing region in California. As of the 2020 census, the population was 87,988.

GPS:

Latitude: 39.3047

Longitude: 123.7930

Adjacent counties are Humboldt County (north), Trinity County (north), Tehama County (northeast), Glenn County (east), Lake County (east), Sonoma County (south)

CLIMATE

Average growing season temperature:

Month	High/Low	Month	High/Low
January	56/37	July	92/56
February	60/39	August	92/54
March	64/40	September	87/50
April	68/42	October	77/44
May	83/52	November	63/39
June	83/52	December	55/36

Average annual rainfall:

Month	in	Month	in
January	7.01	July	0.04
February	6.54	August	0.1
March	5.52	September	0.45
April	2.55	October	2.16
May	1.42	November	4.27
June	0.34	December	6.95

MAJOR EVENTS

- **BARREL TASTING 101 – DESTINATION HOPLAND (January)**
Visit all of the participating Mendocino County winery tasting rooms along the inland Highway 101 corridor for Barrel Tasting 101 during the Crab, Wine & Beer Festival. Sample unreleased wines from the county's finest wineries with food pairings. To learn more, please visit www.destinationhopland.com
- **CRAB FEAST (January)**
The highlight of the crab season is Mendocino County's 10-day Crab Feast. Enjoy gourmet, crab-themed dinners, family-style crab and cioppino feeds, crab fishing adventures, a wine competition showcasing local wines that pair well with crab, and the ever-popular Crab Cake Cook-off featuring Mendocino County chefs! To learn more, please visit www.visitmendocino.com
- **ANDERSON VALLEY WINTER WHITE WINE FESTIVAL (February)**
Fashioned after a European winter market, the festival features the white wines of Anderson Valley with a special emphasis on a 40-year tradition of Alsatian varietals. Saturday events include a morning Educational Session focused on a featured varietal, and afternoon Grand Tasting featuring dozens of wineries, local artisans offering hand-crafted goods and seasonal small bites prepared by chefs from Mendocino and beyond. Then explore the valley during Sunday's winery open houses. To learn more, please visit www.AVWINES.com
- **A TASTE OF REDWOOD VALLEY (February, June, November)**
A Taste of Redwood Valley is a group of wineries and distilleries that get together to host fun events every year in the beautiful Redwood Valley area right off HWY 101. Come to Redwood Valley and enjoy the fruits of the land, meet the proud farmers and winemakers, hear the history of the beautiful county and visit sites that are not always open to the public. www.tasteofrv.com
- **TASTE MENDOCINO (April)**
Come to Taste Mendocino for an annual swirl through the region's diverse showcase of fine wines, artisanal foods, enchanting destinations, and unique experiences. Take a deep dive into our epic Pinot Noirs, robust reds, crisp whites, and bring-it-on bubbles. Pack home a cache of collectibles at this

intimate celebration of the people and products that define the Mendocino difference. A discovery no palate can resist! Great wines and happy times. www.tastemendo.com

- **A CELEBRATION OF MENDOCINO SPARKLING WINES (April)**
Mendocino County Sparkling Wine producers come together for a stellar wine and food festival showcasing Mendocino County's renowned bubbly. This fun and classy gathering takes place at Terra Sávia winery in Hopland, set against the picturesque vineyards and hills of the Sanel Valley. To learn more, please visit www.visitmendocino.com
- **ANDERSON VALLEY PINOT NOIR FESTIVAL (May)**
More than 50 wineries will be pouring at the Pinot Noir Festival. Local chefs will serve up delicious food pairings all weekend, and you can also acquire library wines, art, and other treasures during our ever-popular silent auction. Learn alongside winemakers at Friday's educational seminars, immerse yourself in amazing Pinot, rosé and sparkling wines at the Grand Tasting on Saturday then explore the valley during Sunday's winery open houses. Evening excitement includes a gourmet BBQ and multi-course winemaker dinners. To learn more, please visit www.AVWINES.com
- **HOPLAND PASSPORT (May)**
Hopland Passport is a fun-filled, two-day event held the first weekend of May. Fifteen Hopland wineries pour limited production estate wines paired with delectable seasonal foods, along with special wine sales and live music. Hopland is the place to be for Mendocino County wine lovers. To learn more, please visit www.destinationhopland.com
- **ANDERSON VALLEY BARREL TASTING WEEKEND (July)**
Join us the last weekend of July to enjoy unprecedented access to winery cellars, taste yet to-be-released wines, and purchase futures of your favorites at a special barrel tasting weekend price! Explore the area, discover new wineries, and enjoy a beautiful summer weekend in Mendocino's acclaimed Pinot Noir country! To learn more, please visit www.avwines.com
- **MENDOCINO COUNTY FAIR WINE COMPETITION (August)**
Come join us and be part of a 40-year tradition! Winemakers highly regard the quality of fruit produced naturally on unspoiled land by Mendocino's passionate grape growers. Taste the balanced, pure wines from grapes that express the individuality of Mendocino's 11 diverse appellations. To find out about the annual awards ceremony, please visit www.mendowine.com
- **YORKVILLE HIGHLANDS RIBS & REDS! (August)**
Yorkville Highlands Vintners and Growers are looking for a couple hundred tasters to crown the world's best rib wine at Meyer Cellars. This family friendly event includes ribs, salad, and potato lunch and access to dozens of wines made here in the Yorkville Highlands Appellation. Kids and grownups alike can win prizes in the wacky Highlands games like the crowd favorite barrel roll. Each winery will designate one wine as their best wine to be paired with ribs and attendees can vote for their favorite during the afternoon. To learn more, please visit www.yorkvillehighlands.org
- **WINESONG! (September)**
Join us every September for Winesong! This two-day annual fundraising event features A Pinot Noir Celebration showcasing Pinots from renowned Mendocino County wineries, held at Little River Inn; a Food & Wine Tasting held at the Mendocino Coast Botanical Gardens with over 100 premier wineries plus 50 culinary masters, including executive chefs of the finest coastal restaurants; and the event centerpiece—Winesong's Silent and Live Auctions featuring fine wines, one-of-a-kind art, music, exquisite travel experiences and much more. Proceeds benefit healthcare on the Mendocino Coast. To learn more, please visit www.winesong.org

- **TASTE OF HOPLAND (September)**

Taste of Hopland is your chance to enjoy 20+ wineries, breweries, and spirit producers from Hopland, Ukiah, Redwood Valley, and Anderson Valley all in one location—Hopland! On Saturday, taste under our big tent and savor delectable small bites while taking a tour of Mendocino County wines without the driving. Sunday, enjoy open house at participating wineries and purchase your favorite wines from the day before. To learn more, please visit www.destinationhopland.com

- **MUSHROOM FEAST (November)**

Mendocino County provides an annual feast for mushroom, wine, and beer lovers. The highlight of mushroom season is Mendocino County’s annual 10-day Mushroom Feast that features wine and mushroom dinners, wine and beer pairing workshops, mushroom exhibits, guided mushroom foraging walks and a home brew festival. Events take place throughout the county, from the inland valleys to the coast. To learn more, please visit www.visitmendocino.com

GETTING HERE

Drive times to Mendocino County:

- From San Francisco Bay Area, approx. 2-3 hours
- From Sacramento Area, approx. 2-3 hours
- From East Bay Area, approx. 2-3 hours
- From Sonoma County, approx. 1-2 hours

Airports

Primary airport in the area served by commercial domestic carrier:

- Charles M. Schulz Sonoma County Airport (STS) – 55 miles from Ukiah

Primary airports in the area (located approx. 2-3 hours from the County) served by commercial domestic and international carriers include:

- San Francisco International Airport (SFO)
- Oakland International Airport (OAK)
- Sacramento International Airport (SMF)

SOCIAL MEDIA

- Facebook:
 - @mendowine
 - Taste of Mendocino - @TasteOfMendocino
 - Mendocino Wine Competition - @MendocinoWineCompetition
- Instagram:
 - @mendowine
 - Taste of Mendocino - @tastemendo
- Twitter: @mendowine

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