



NAPA VS. CALIFORNIA / 2000-2025

California Wine Isn't One Market. It Just Has One Reputation.

For decades, premium red grapes stood in for the whole state. Convenient story. Bad accounting.

THE FINDING

In 2025, Napa supplied 3.9% of California's purchased wine-grape tonnage but represented 26.0% of calculated purchased value.

CWMI RESEARCH DESK

26 years / 208 source checks

3.9%	26.0%	6.7x	8.8x
NAPA VOLUME SHARE	NAPA VALUE SHARE	VS. CALIFORNIA	VS. REST OF STATE

00 / THE CASE

One state. Two economies.

California's statewide average blends markets with radically different price structures, product mixes and economic roles. Napa is the clearest proof.

3.9%

OF CALIFORNIA PURCHASED TONS

26.0%

OF CALCULATED PURCHASED VALUE

What the average hides

- Napa's 2025 weighted purchased price was \$6,635.85 per ton.
- California's statewide weighted price was \$985.61 per ton.
- California excluding Napa averaged \$758.24 per ton.
- Napa therefore traded at 6.7 times California and 8.8 times the rest of the state.
- A rising share during contraction signals relative resilience, not growth.

01 / THE ACCOUNTING

Take Napa out of the average.

Napa is part of California, so comparing it only with the statewide average understates the separation. Remove Napa and the distance becomes harder to ignore.



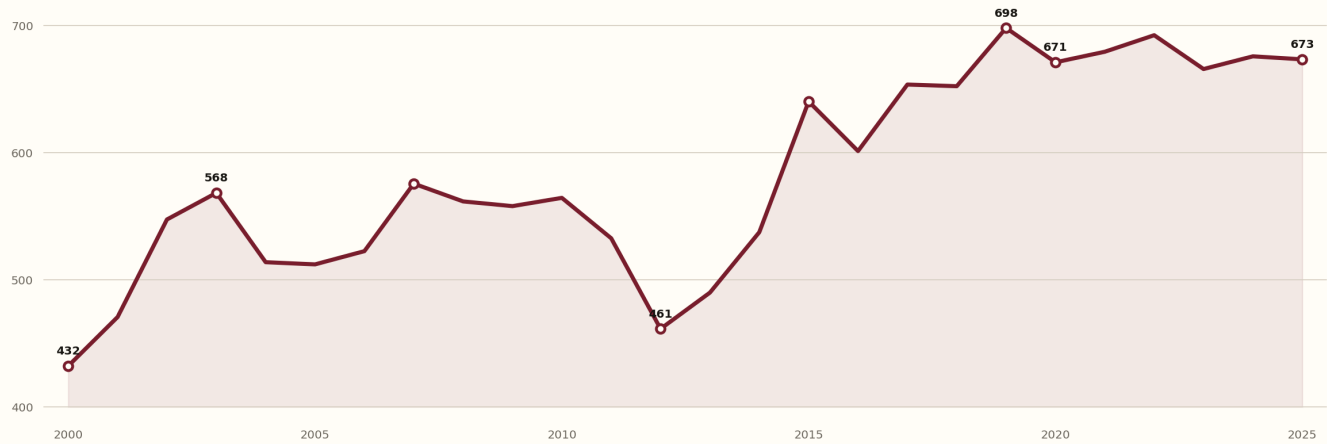
California's average has been borrowing some of Napa's homework.

The official Napa Premium Index is 673. Against California excluding Napa, it rises to 875 - a 775% premium.

02 / THE HISTORY

The gap was built over time.

The premium expanded, compressed and rebuilt through oversupply, recession, drought, wildfire and the current contraction.



TURNING POINTS

2000-2003	Early divergence	California price fell while Napa rose.
2008-2011	Crisis compression	Napa's volume and value share contracted.
2015-2019	Premium acceleration	Napa added price while California volume declined.
2020	The break	Smoke damage and pandemic disruption hit Napa hard.
2021-2025	Recovery, then resilience	Napa regained economic weight; both markets later contracted.

03 / THE MIX

Red still bends the headline.

Napa's purchased tonnage is more red-heavy than California's. Geography and grape mix must therefore be read together.

RED WINE GRAPES**Napa's economic engine****6.1%**

OF STATEWIDE VOLUME

36.1%

OF CALCULATED VALUE

\$7,632.13 / TON**PREMIUM INDEX 596****WHITE WINE GRAPES****A different market****1.8%**

OF STATEWIDE VOLUME

8.8%

OF CALCULATED VALUE

\$3,458.76 / TON**PREMIUM INDEX 490**

04 / THE MAP

California is plural.

Napa is the lead case, not the whole case. California's 17 pricing districts contain premium coastal markets, Central Coast markets and an interior volume economy.

THE CLEAN COUNTERWEIGHT

California excluding Napa: \$758.24 / ton

The next district layer

DISTRICT 3 / SONOMA-MARIN	Closest premium coastal peer
SELECTED CENTRAL COAST DISTRICT	Premium breadth test
DISTRICT 13 / INTERIOR	High-volume price anchor

Publication note: comparative district figures remain outside this release until they pass the same Table 4 / Table 6 source audit used for Napa. No estimates are substituted.

05 / FULL DISCLOSURE

Show the work. Especially the awkward parts.

01 PART-TO-WHOLE DISCLOSED

Napa is included in California. Both the statewide comparison and California excluding Napa are reported.

02 VALUE CAREFULLY NAMED

Calculated purchased value equals purchased tons multiplied by weighted grower price. It is not winery revenue.

03 MIX EFFECTS SEPARATED

Total Wine is shown beside red and white results so geography is not confused with grape mix.

04 CORRELATION IS NOT CAUSATION

Economic and climate events provide context. Timing alone does not prove causality.

05 NOMINAL MEANS NOMINAL

Dollar prices are nominal unless a chart is explicitly labeled inflation-adjusted.

06 CONTRACTION STAYS CONTRACTION

A rising market share during decline is relative resilience - not growth.

California Wine Isn't One Market. It Just Has One Reputation.

The markets share shocks. They do not share the same economics. Twenty-six years of purchased volume, price and calculated value make the difference visible.

READ THE WEB EDITION

californiawineindex.net/the-two-californias-cwmi/