

Welcome to

LODDI



WINE COUNTRY

What Makes Lodi Wine Special?

- Truly Great Wines – winning top awards at major competitions nationwide
- Real People, Real Wines – 5th & 6th Generation Winegrowers
- Great Sense of Place – Environmental Values, Relaxed Rural Lifestyle

Location/Climate



- **Classic Mediterranean Climate**
- **Directly East of SF Bay**
- **Cool Afternoon Breezes**
- **Eastern Edge – Foothills of the Sierra Nevada Mountains**

Lodi Wine & Visitor Center



- **Established in 2000**
 - **Regional Tasting Room**
 - **Educational Exhibits**
 - **Events Center**
- **Goals**
 - **Tell Lodi Wine Story**
 - **Generate Wine Tourism**

Lodi Wine & Visitor Center

- Regional Tasting Bar Open 7 Days
 - Retail Wine Sales – 200 offerings
 - Educational Exhibits & Displays
 - Demonstration Vineyard
 - Events Center – Especially Trade
 - Lodi Wine Club
 - Wine & Food Classes
 - Gift Shop
 - ~ 50,000 Visitors Annually
 - Located next to Wine and Roses Inn



Discover *Lodi!* Wine & Visitor Center

*C*ome to Lodi Wine Country — where wine is entertainment! Explore our interactive exhibits... learn how great grapes are grown and fine wine is made. Become an expert in the art of matching food and wine! Visit Lodi Wine Country — California's newest fine wine region!

A short 35 minute drive from Sacramento!

DISCOVER LODI! WINE & VISITOR CENTER

2545 West Turner Road
Lodi, California, 95242
209-367-4727
www.lodiwine.com



Lodi Rules!

"Lodi - a slew of excellent wines, startling good, winning major awards." - DAN BERGER ON WINE

"Lodi ranks among California's best."
- LESLIE SBROCCO, WINE WRITER AND TV HOST

"Taste great, less crowded...
worth going out of your way."
- MARLENE GOLDMAN, SF CHRONICLE

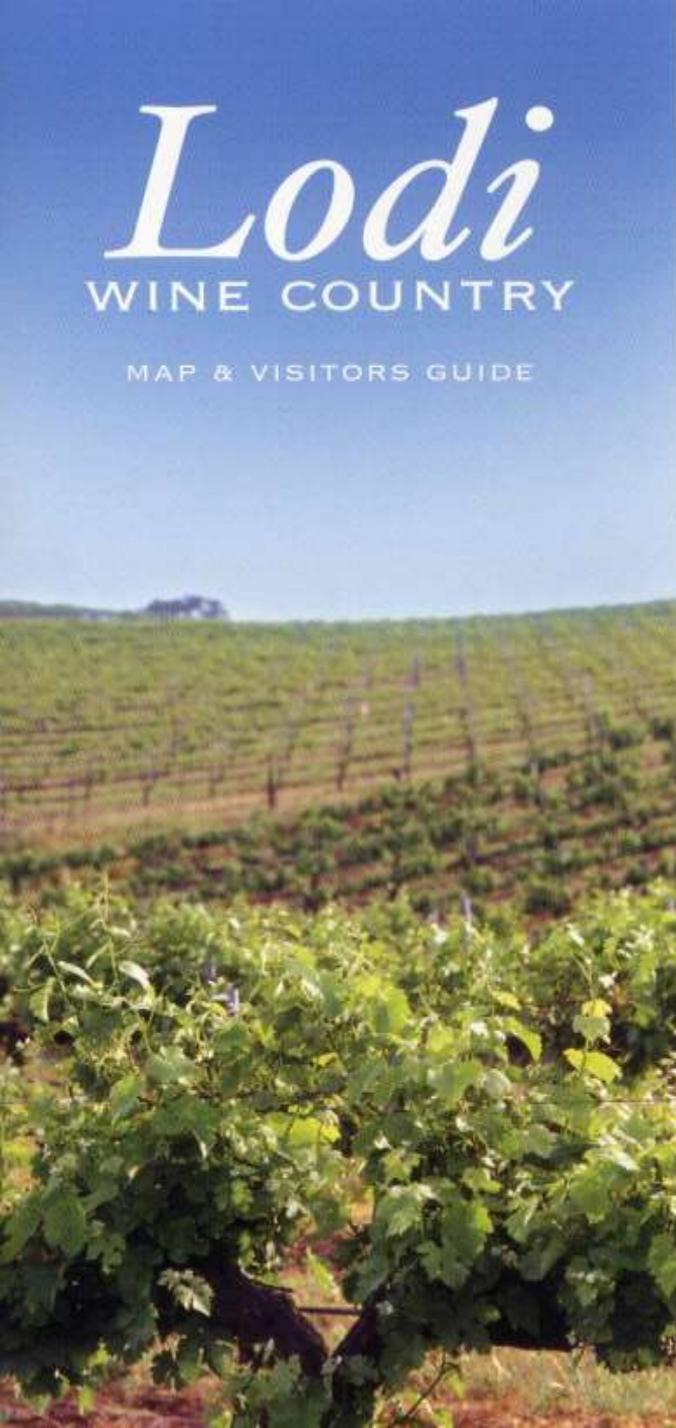


Come Discover...



*Northern California's Newest
Fine Wine Region*

209-365-0621 OR VISIT www.lodiwine.com

The image shows the cover of a map and visitors guide for Lodi Wine Country. The top half of the cover features the text 'Lodi WINE COUNTRY' in a white serif font, with 'Lodi' in a larger, more decorative script. Below this, 'MAP & VISITORS GUIDE' is written in a smaller, all-caps sans-serif font. The bottom half of the cover is a photograph of a vineyard with rows of grapevines stretching into the distance under a clear blue sky.

Lodi
WINE COUNTRY
MAP & VISITORS GUIDE

Lodi Wine Trail Maps

100,000+ distributed
throughout N. CA.

All local tasting room info

Guides public to

www.lodiwine.com.

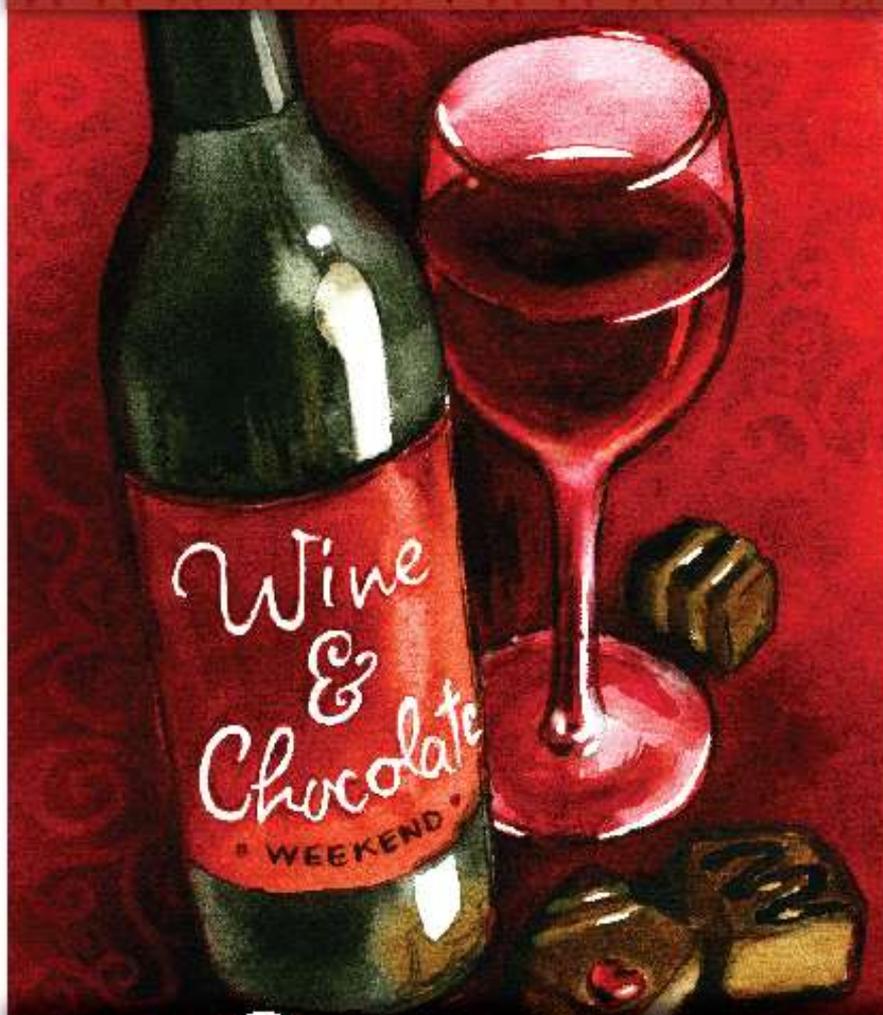


VAN RUITEN
FAMILY WINE

WINE'S GROVE

◀ WOODBRIDGE
BY ROBERT MONDAVI

LODI WINE COUNTRY

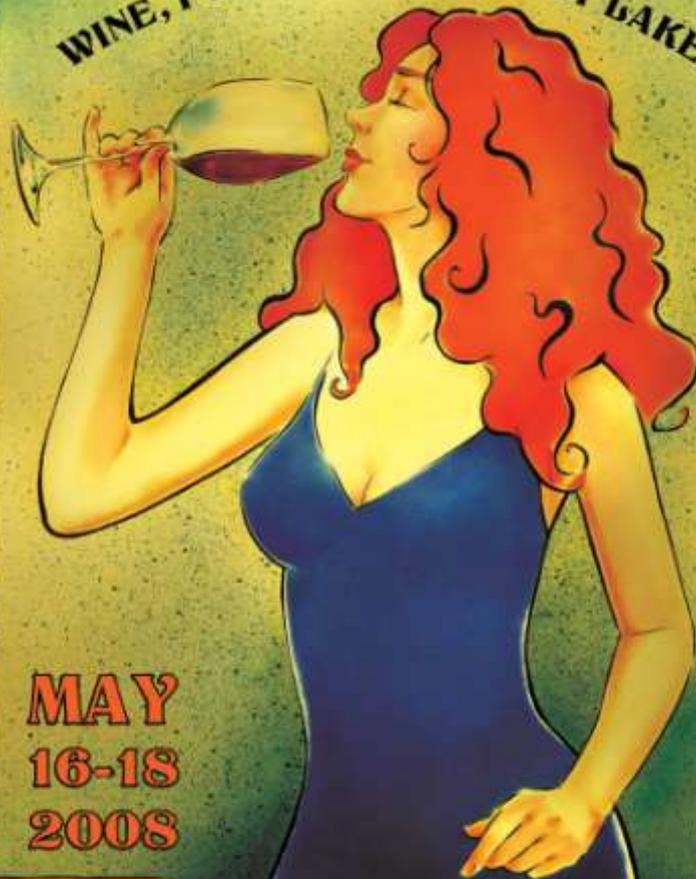


February 12 & 13 • 2011

11am-4pm

lodiwineandchocolate.com

WINE, FOOD & FUN AT LODI LAKE!



MAY
16-18
2008

ZINFEST

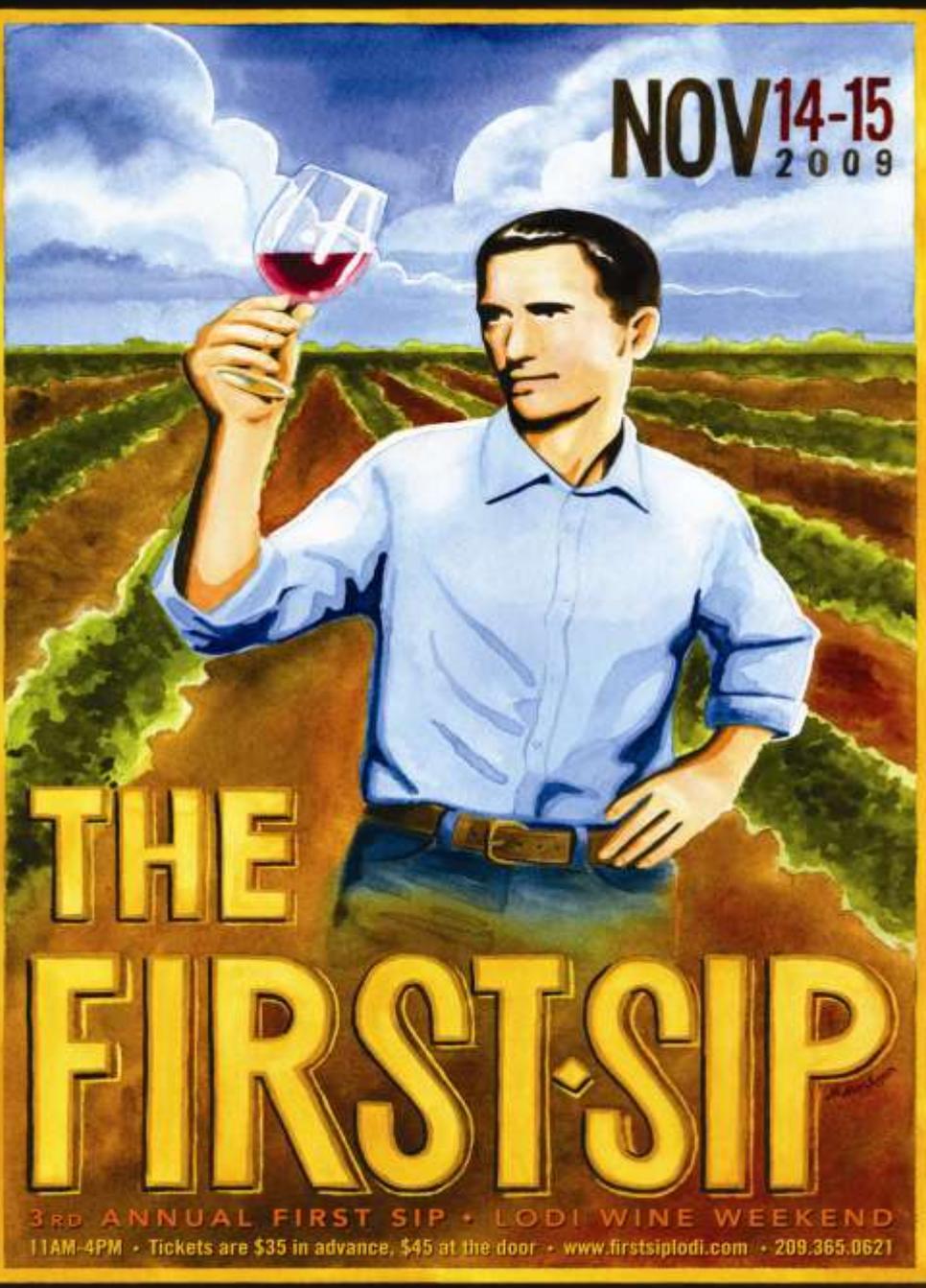
www.zinfest.com ★ 209.365.0621



Taste of Lodi

a food & wine experience

NOV 14-15
2009



THE FIRST-SIP

3RD ANNUAL FIRST SIP • LODI WINE WEEKEND
11AM-4PM • Tickets are \$35 in advance, \$45 at the door • www.firstsiplodi.com • 209.365.0621

LODI WINE ON THE WATER



SUNDAY

oct10
2010

SAN FRANCISCO
FLEET WEEK

TREASURE
— ISLAND —

WINE FEST 2010

WWW.TWINEFEST.COM ☎ P 209.385.0621

[SEARCH](#)

Whether you're seeking an elegant Zin or one that packs a punch, Zinfandels from Lodi rank among California's best.

*explore wine country's
best kept secret...*

VISIT LODI WINE COUNTRY

- > [Wine Trail Map](#)
- > [Wineries](#)
- > [Lodi Wine Club](#)
- > [Hotels](#)
- > [Restaurants](#)
- > [Activities](#)

2011[EVENT CALENDAR](#)

FEB 12 & 13
lodiwineandchocolate.com

PASSPORT to Lodi Wine
HAND PICKED SELECTION OF LODI WINES

SIGN UP for our NEWSLETTER
Register and receive exclusive offers

[REGISTER](#)

The vinous labors of Chad Joseph

January 24th, 2011



Lodi's busiest consulting winemaker started off big, ended up small, and is lovin' it... "You know what it's like working with a million gallon tank?" asks Chad Joseph, talking about his first job as a winemaker, at E.&J. Gallo in Modesto. "You can't even throw a football all the way across it." E.&J. Gallo, of course, doesn't just employ winemakers. They employ entire armies of winemakers. In the late nineties Mr. Joseph worked his way up the ranks of teams responsible for brands like Carlo Rossi, Livingston Cellars, Turning Leaf, and Gallo Sonoma; in the end, gaining valuable experience working with Gina.. [VIEW MORE »](#)

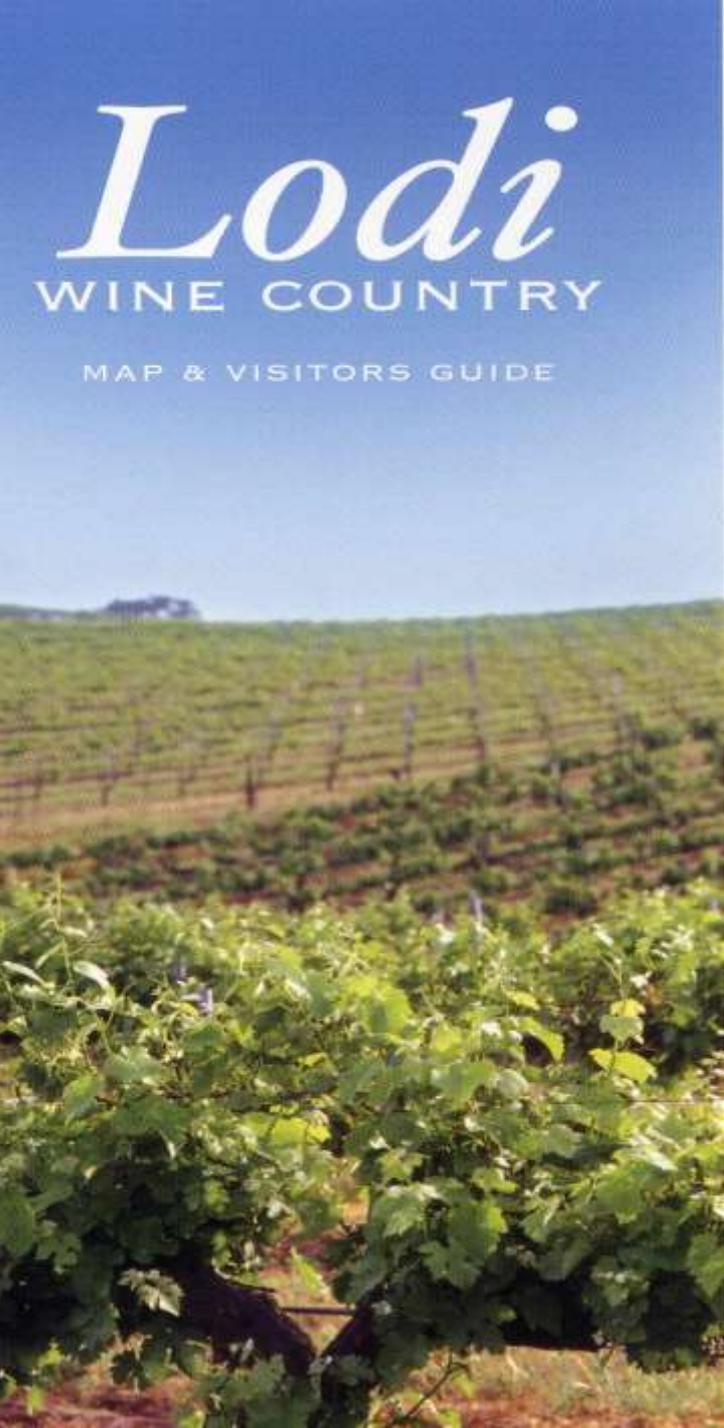
LODI WINE COUNTRY
Weather Report



Progress Along the Path

- 1991 – There were 8 wineries in Lodi
- 2011 – There are 80+ wineries, and 450 “Lodi” wines in the marketplace
- Legitimized Lodi as a source of high quality wines
- Lodi wines are winning “Best of Class” awards in major competitions
- Lodi garners frequent feature articles in wine publications.
- Wine Tourism – a major economic driver (\$400 million annually)



The image shows the cover of a guide titled "Lodi Wine Country Map & Visitors Guide". The cover features a photograph of a vast vineyard with rows of grapevines stretching across rolling hills under a clear blue sky. The text is overlaid on the top left of the image.

Lodi
WINE COUNTRY
MAP & VISITORS GUIDE

**Thank You for Your
Time...**

**Learn More at
www.lodiwine.com.**

**Come see us in Lodi
Wine Country!**

