
(Date)

Assembly Governmental Organization Committee
1020 N Street
Sacramento, CA 95814

Dear Chair Rubio and Members,

I write in SUPPORT of AB 1585 (Connolly & Ransom). Please vote AYE when it is up for a vote in your committee.

AB 1585 is a straightforward, common-sense measure: It requires that wine labeled as “American” be made from *100% American grown grapes*.

California has long upheld this standard, and for good reason. Roughly eighty percent of all American wine is produced here. Wines labeled “California” or with a California appellation must be made from *100% California-grown grapes*. AB 1585 simply applies that same principle to the national designation.

Today, wine labeled “American” can contain up to 25% foreign-origin wine without disclosure. That lack of transparency undermines consumer trust and the integrity of the American wine label, and the people and places behind it.

Other leading wine-producing countries, such as France, Italy, Spain, and Argentina, maintain clear *100% country-of-origin standards* and do not allow foreign wine to be blended into their national label. Consumers expect that a wine labeled with a country reflects grapes grown in that country. The United States should be no different.

If California's wine industry is to rebuild, it will be in part because consumers have more information and trust that what's on the label is accurate. Right now, they don't, "American" wine can be any mix of wine from anywhere in the world. That ambiguity weakens the entire industry, and it starts with the label.

That is why California wine growers and wineries are in STRONG SUPPORT of AB 1585.

Thank you for your consideration, and I respectfully request your AYE vote.

Sincerely,

Signature _____

Name _____

City, State, Zip _____