

## **U.S. Commercial Service Promotes California Wine**

The American Embassy Abu Dhabi and U.S. Consulate Dubai recently hosted U.S. based company California Grapes International (CGI) for a series of trade tastings of California Wines from May 16th – 21st, 2012 in Abu Dhabi and Dubai. CGI met with all of the major wine import and distribution companies in the UAE and showcased 25 California wineries and 73 wines from all of the major growing regions of California. There was a palpable sense of excitement amongst the trade at being able to taste so many fine California wines at one time. The selection we brought nearly doubled the number of currently available California wines in the UAE.

The U.S. Commercial Service also coordinated a series of Expat tasting events to gauge the consumer response to the wines. These tastings were held at the St. Regis and the Fairmont Hotels in Abu Dhabi and the Salsali Private Museum in Dubai, and were hosted by US Ambassador Michael Corbin, the American Chamber, and the American Business Council respectively. The response was very enthusiastic and was noted by the venues as well as the importers present.

The primary goal for the visit was to introduce the UAE market to some of California's best wines from passionate family producers that have not yet had exposure in this region as well as to identify and establish relationships between CGI and the local distribution networks that will hopefully allow California wines to enter into this small but strategically important market.



**Local UAE Wine Distributors tasting California Wine with CGI at the U.S. Consulate Dubai**