



2027 FIRST CITIZENS ANNUAL

State of the Wine Industry Survey

The Silicon Valley Bank Wine Division is now First Citizens Bank. Same team, same research, new name.

Since 1994, we have conducted this survey to gather and provide metrics, insights and trends in the wine industry. All respondents who fully complete the survey will receive a summary analysis of the survey, and more than 80 charts wineries can use to benchmark their own performance. **Only survey respondents receive these documents.** They won't be distributed to non-participants.

Note: Please use this printable guide to review the survey questions before finalizing your responses, which must be submitted via the [online survey](#). Thank you for participating in our annual survey!

1. How many cases do you expect to **produce** in 2026? (in 9L equivalents)

2. How many cases do you expect to **sell** in 2026? (in 9L equivalents)

3. Estimate the average suggested **RETAIL** price per 750ml bottle for your wines in 2026.

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4. How many years has your winery been selling wine commercially?

5. From which region do you primarily produce your wine?

- | | |
|--|--|
| ☐ Napa County, CA | ☐ Virginia |
| ☐ Oregon | ☐ Texas |
| ☐ Washington | ☐ Mendocino County, CA |
| ☐ Santa Cruz, Monterey, Santa Clara and San Benito Counties, CA | ☐ San Joaquin County, CA (Lodi) |
| ☐ Paso Robles AVA | ☐ Northern Central Valley, CA
(Valley counties from Sacramento north.) |
| ☐ San Luis Obispo County, CA, other than Paso Robles | ☐ Southern Central Valley, CA (Stanislaus, Fresno, Kings, Kern,
Tulare, and Madera Counties) |
| ☐ Livermore, CA | ☐ Southern California (San Diego, Riverside (Temecula),
and Los Angeles Counties) |
| ☐ Solano, Yolo, and Contra Costa County, CA | ☐ Sierra Foothills, CA (Amador, Calaveras, El Dorado, Nevada,
and Placer Counties) |
| ☐ Lake County, CA | ☐ Other counties or regions in the United States not listed
(please specify) |
| ☐ Sonoma County, CA | |
| ☐ Santa Barbara, CA | |
| ☐ New York | |

6. If family run, which generation is currently overseeing the winery? Please select one.

- ☐ Not family run
- ☐ 1st Generation
- ☐ 2nd Generation
- ☐ 3rd Generation
- ☐ 4th Generation
- ☐ 5th Generation
- ☐ Past the 5th Generation

7. Describe the **percentage of wine sales generated through each of the following channels in 2026. (Total must equal 100%. Please enter whole numbers, i.e., 32, not 32% or 0.32.)**

Wholesale on-premise		%
Wholesale off-premise		%
Export		%
Tasting room or visitor center		%
Wine club		%
Allocation model sales		%
Subscription model sales		%
On-site events		%
Offsite events		%
Telesales		%
Internet and web		%
Other, please list		%
Total	100	%

8. Expressed as a percentage, estimate your expected revenue growth rate and case sales growth rate for the end of this year (2026) compared to the end of last year (2025). Round your answers to the nearest whole number. For instance, if your growth rate in sales was -3.6%, you would round up and enter -4 without the decimal or percent sign.

Revenue growth/decline in dollars		%
Case growth/decline in 9L equivalent		%

Consumer expectations, and their definitions of value are changing. While wineries should continue investing in activities that are working, future growth will also require new approaches to reach consumers where they are, versus waiting for them to come to the winery. It will also require reconsidering legacy strategies that worked in a different environment but may no longer produce results.

9. Finding the next source of growth: What new strategy are you implementing or considering for 2027 that you believe could become a meaningful source of new revenue or profitability?

10. Challenging legacy practices: What is one activity, strategy, or practice you will discontinue or significantly alter in 2027?

11. Higher costs impact profitability without owners taking other actions. During the past year, how successful were you in adjusting your business to account for the impact of higher costs? Please select one.

- ☐ We **recaptured all of our higher costs** through a combination of bottle price increases, and/or a focus on managing expenses.
- ☐ We **recaptured some of our higher costs** through a combination of bottle price increases and/or a focus on managing expenses.
- ☐ We **recaptured the higher costs** by doing something other than increasing price or controlling expenses.
- ☐ Though we tried, we **could not recapture our winery's higher costs**.
- ☐ We haven't experienced cost increases.
- ☐ None of these options describe our experience.

12. When the 2026 year is complete, our winery will probably say that it was...? Please select one.

- ☐ The best year in our history
- ☐ One of our better years
- ☐ A good year
- ☐ Neither a good year nor a bad year
- ☐ A disappointing year
- ☐ One of our most challenging years
- ☐ The most difficult year in our history

13. Select the general statement below that most closely matches your belief about the retail bottle price adjustments you expect to make in 2027. Please select one.

- ☐ **Strong Decrease:** I need to take substantial price reductions on most of my wines
- ☐ **Moderate Decrease:** I need to take modest price reductions on most of my wines
- ☐ **Small Decrease:** I need to take some small price reductions on select SKUs
- ☐ **Hold Prices:** I can pretty much hold my shelf price on average
- ☐ **Small Increase:** I can take some small price increases on select SKUs
- ☐ **Moderate Increase:** I can take modest price increases on most of my wines
- ☐ **Strong Increase:** I will be able to take substantial price increases on most of my wines

14. If you grow your own grapes, based on what you know today, how would you rate the quality of your 2026 harvest compared to an average year?
Please select one.

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Below Average
- ☐ Poor
- ☐ We don't grow our own grapes - ***Skip to question 17***

15. Ignoring any unharvested acreage, what do you think your harvest yield per acre will be compared to historical averages? Please select one.

- ☐ At or slightly below record-high yields
- ☐ Better than historical average yields
- ☐ Close to average historical yields
- ☐ Weaker than historical average yields
- ☐ At or near record low yields

16. Please fill in the following blanks. **Note:** *If you haven't fully completed harvest, please estimate the remainder that will be farmed or harvested in 2026. Please enter whole number in each box.*

How many acres were dedicated to grape growing in 2026?

Of those, how many acres did you farm?

How many acres did you harvest?

Of the harvested acreage, what is your yield in tons per acre for the 2026 growing season?

17. This question only applies if you plan to purchase or contract for grapes in 2027.

☐ If you intend to buy more grape tonnage in 2027, please estimate the percentage increase from 2026 (please enter the % increase below as a number without decimal and % sign):

 %

☐ If you intend to buy less grape tonnage in 2027, please estimate the percentage decrease from 2026 (please enter the % decrease below as a negative number without decimal and % sign):

 %

☐ We will keep grape purchases in tonnage about the same in 2027 as in 2026.

☐ None of the above

18. If you purchase grapes for your winery under contract, how do you expect the **price to change** for new or renewing contracts in the next growing season? Please select one.

☐ Prices will go up sharply.

☐ Prices will go up moderately.

☐ Prices will remain relatively consistent.

☐ Prices will decrease moderately.

☐ Prices will decrease sharply.

☐ We don't purchase grapes

☐ None of the above

19. Select the response most closely matching your belief about your wine supply.

☐ We believe the supply of our wine is very short of the expected demand.

☐ We believe the supply of our wine is somewhat short of the expected demand

☐ We believe the supply of our wine matches the expected demand for our wine.

☐ We believe the supply of our wine is moderately in excess of what we need to meet the expected demand.

☐ We believe the supply of our wine is well in excess of what we need to meet the expected demand.

☐ None of the above.

20. Winery Confidence Rating: Based on what you know today, how will the below business factors impact your winery at the end of 2026? Rate each component's impact on your winery as positive, neutral, or negative. For instance, if you think labor conditions are difficult and impacting your winery negatively, you select 'negative'. But if you aren't experiencing an impact from difficult labor conditions, you will respond 'neutral'. Please select one per row.

POSITIVE
NEUTRAL
NEGATIVE

- | | | | |
|--------------------------|--------------------------|--------------------------|---|
| ☐ | ☐ | ☐ | The impact of the economy on your winery |
| ☐ | ☐ | ☐ | The impact of changing consumer demand on your wine |
| ☐ | ☐ | ☐ | The impact of any changes in the sales channels in which you sell your wine |
| ☐ | ☐ | ☐ | The availability or price of grapes or bulk wine for your winery |
| ☐ | ☐ | ☐ | The availability or cost of skilled labor for your winery |
| ☐ | ☐ | ☐ | The evolution of national, regional, and local laws and ordinances on your ability to conduct business |
| ☐ | ☐ | ☐ | Changes in the availability, rates, or terms of debt and capital on your winery |
| ☐ | ☐ | ☐ | The impact of foreign competition |
| ☐ | ☐ | ☐ | The impact of substitutes on your wine sales, such as craft beer and RTD's |
| ☐ | ☐ | ☐ | The impact of climate on your winery. (water, weather, pests, etc.) |
| ☐ | ☐ | ☐ | The impact and use of data management and/or artificial intelligence platforms for your winery |

We've asked the following three questions for over 25 years with excellent response rates. Some may think the questions are sensitive in nature, but we have a track record and assure you that your answers are completely confidential and only used for the survey and no other purpose.

21. Describe the financial health of your winery by selecting one of the following statements that most closely reflects your winery's current financial condition:

- ☐ **Rock Solid** (Very strong sales growth, strong margins, and profits combined with low levels of debt.)
- ☐ **Very Strong** (Strong sales growth combined with good margins and profits, and only modest levels of debt.)
- ☐ **Strong** (Positive sales growth combined with average margins and profits, and modest levels of debt.)
- ☐ **Good** (Flat sales growth combined with average margins and profits, and average levels of debt.)
- ☐ **Slightly Weak** (Flat sales growth combined with below-average margins and minimal losses. You may be stretching vendors on occasion to make debt payments.)
- ☐ **Very Weak** (Negative sales combined with weak margins and modest losses. You may be stretching vendors consistently or selling assets to make debt payments.)
- ☐ **On Life Support** (Large declines in sales and/or large losses. You may be past due on your bank loans and have already pushed your vendors as about as far as you can and need a miracle. Survival is still possible.)

22. If you are considering an acquisition in the near term, what assets are you seeking to acquire? Please select all that apply.

☐ Not applicable. We aren't in an acquisitive mode today.

☐ Brand

☐ Vineyard

☐ Winery or Production Facility

☐ Hospitality space

☐ Other, please name

23. In the next five years, presuming you receive a fair price, the sale of your winery would be:

☐ Likely

☐ Something you would seriously consider

☐ Only a remote possibility

☐ Unlikely

☐ Not going to happen

24. Do you have any final comments or questions for us?

You're almost done!

Once you've completed the survey, please visit

https://svb.co1.qualtrics.com/jfe/form/SV_0ue3uiCXthcbMN0?Source=pdf

to enter and submit your responses no later than November 2, 2026.



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