

What's in a Bottle of Wine?

\$6 Billion

(Total economic benefits to New York State from grapes, grape juice and wine)

The Ingredients...

Vineyard land
Mortgage
Trellises (posts & wire)
Grape Vines
Vineyard Supplies
Tractors & Harvesters
Farm Equipment
Vineyard Employees
Insurance
Land for Winery
Winery
Mortgage
Insurance
Stemmer/Crusher & Press
Fermentation Tanks & Barrels
Bottling Lines & Labelers
Bottles, Corks & Capsules
Labels
Cartons & Shipping Boxes
Gift Shop Displays & Items
Winery Employees
Shipping of Wine
Promotion & Publicity
Excise Taxes
License & Other Fees
Employment & Related Taxes
Property Taxes
Sales Taxes
Tourism
Quality of Life
Resveratrol, Antioxidants



The Beneficiaries...

Business

Real Estate Brokers, Lawyers
Banks, Lawyers
Manufacturers, Suppliers, Shippers
Nurseries
Manufacturers, Suppliers, Shippers
Manufacturers, Suppliers, Shippers
Manufacturers, Suppliers, Shippers
Employees & Families
Insurance Companies
Real Estate Brokers, Lawyers
Building Construction Trades
Banks, Lawyers
Insurance Companies
Manufacturers, Suppliers, Shippers
Manufacturers, Suppliers, Shippers
Manufacturers, Suppliers, Shippers
Manufacturers, Suppliers, Shippers
Designer, Printer
Manufacturers, Suppliers, Shippers
Manufacturers, Suppliers, Shippers
Employees & Families
Transportation Companies
Ad Agencies, Printers, PR Firms
Hotels, Restaurants, Gift Shops
Consumers, States, Regions
Consumers, Health Care System

Government*

State, County
County
State, County
State, County
State, County
State, County
State, County
Federal, State, County
State, County
State, County
County
State, County
State, County
State, County
State, County
State, County
Federal, State, County
State, County
State, County
State, County
Federal, State
Federal, State
Federal, State
State, Local
State, County
State, County

Wine—The Ultimate Value-Added Product (And Pleasure of Life)

*Different types of taxes, especially sales taxes on the state and county levels.
© 2006 New York Wine & Grape Foundation. Please, copy like crazy.

New York's Grape, Grape Juice and Wine Industry Profile

America's #3 grape and wine producer
1384 family-owned vineyards covering 32,000 acres
Average grape harvest 145,000 tons worth \$32,000,000
71% for grape juice, 28% for wine, 1% for fresh fruit
212 wineries, 191 established since 1976
5 major regions (# of wineries): Long Island (43), Hudson River (37), Finger Lakes (93),
Lake Erie (7), Niagara Escarpment (7), Others (22)
Table, Sparkling and Dessert Wines
200,000,000 bottles produced annually
Over \$477,000,000 gross sales, 4,000,000 tourists
\$371,000,000 in State and local revenues, 23,000 employees

New York's grape, grape juice and wine products and related industries produced more than \$6 billion of economic value to New York State in 2004.

Full-time Equivalent Jobs	36 thousand
Wages Paid	\$1.3 billion
New York Winery Sales	\$420 million
Sales of Other Wines in New York	\$1.7 billion
Grape Sales	\$30 million
Grape Bearing Acres	31 thousand
Grape Juice Product Revenues	\$27 million
Wine-Related Tourism Expenditures	\$312 million
Number of Wine Related Tourists	4.14 million
Number of Grape Farms	1,384 farms
Taxes Paid (State and Local)*	\$427 million

Of the \$6 billion total, \$3.4 billion is generated by the New York grape and wine industry, and \$2.6 billion by wine from other states and countries.

* Underestimate as no data available on property taxes paid by wineries or vineyards other than personal property taxes.

New York Winery Survey 2004 Highlights

- This survey, similar to previous ones from 2000 and 1998, shows wine industry growth since creation of the New York Wine & Grape Foundation in 1985. Some statistics are derived from other sources like the federal Tax and Trade Bureau and the New York State Liquor Authority.
- In the 30 years since 1975, the number of New York wineries has multiplied over 10-fold from 21 to 212, with 148 established since 1985.
- 63 new wineries were established in the first five years of the 2000 decade, equal to the number for the entire 1990's—essentially doubling the growth rate.
- Wine production has increased by over 50% since 1985 to nearly 200,000,000 bottles annually.
- The number of tourists visiting wineries has multiplied over 10-fold since 1985 from 384,000 to 4,137,000, with a significant share coming from other states.
- Between 2000 and 2003, tourist visits to wineries increased by 54% and per-visitor spending by 49%, meaning total spending (and excise and sales taxes) more than doubled.
- Excise and sales taxes from direct sales at the winery tasting rooms—a small portion of the total—increased from about \$3 million in 2000 to over \$7 million in 2003.
- The average winery invested \$500,000 between 2000 and 2003 in vineyards, wine production, tasting rooms, and other facilities, supporting other economic sectors.

Figures as of November 2005 based on data from 2003 and 2004.
Sources include MKF Research of Napa Valley, New York Agricultural Statistics Service, and other government sources.