



2020 PRESS KIT

**Boldly,  
NY.**

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# Boldly, NY.

NEW YORK WINE & GRAPE FOUNDATION

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# A Band of Outsiders

First they ignored us, then dismissed us, then called us crazy.

But we didn't ask for approval.

We are the outsiders in an industry of old world institutions.

We were never supposed to make it big.

We could easily move and grow in perfect conditions, but we didn't.

We leaned into adversity and came together as a family to make something out of nothing.

The game is changing and we're staking a spot at the front of the pack.

Instead of following centuries of tradition, rituals or rules.

We are redefining quality, tastes, and experiences.

Enjoy it how you'd like, we won't judge.

Our future is not in algorithms.

It's about our customers, our growers and our members.

It's for the people, by the people.

Our collaborative ethos is irreverent in and of itself.

We're an intrepid band of outsiders and we're in this together.

A family, and we believe in what we do.







# People

Boldly, rooted.

The story of New York wine starts with our people. Our incredible winemakers, who chose to plant their roots in New York - pursuing opportunity and investing in their local communities.



# Place

Boldly, diverse.



## THE NEW YORK STATE OF WINE

In the 1960's and early 1970's, several wineries began operations—such as Benmarl Wine Company and Cascade Mountain Vineyard in the Hudson River Region, and Bully Hill Vineyards and Dr. Konstantin Frank's Vinifera Wine Cellars in the Finger Lakes. But the real boom in New York wineries started with the Farm Winery Act of 1976, which essentially made it more economically feasible to own and operate a winery producing fewer than 50,000 gallons per year. Since then, the number of wineries in New York has increased more than tenfold to more than 450 statewide.

Even though most of the state's wineries are small, New York is a leading producer of American wine. Based on data from the US Department of Treasury, New York is the 3rd largest wine producing state, with nearly 28.10 million gallons produced in 2017, accounting for about 3 percent of the nation's production.

## NEW YORK'S DIVERSE WINE REGIONS

An American Viticultural Area (AVA) is a designated wine grape-growing region in the United States distinguishable by geographic features, with boundaries defined by the Alcohol and Tobacco Tax and Trade Bureau, United States Department of the Treasury.

The seven major AVAs are shown on the map, as follows: Champlain Valley of New York; the Finger Lakes; Lake Erie; Long Island; the Hudson River Region; Niagara Escarpment; and Upper Hudson.

There are also smaller AVAs within the Finger Lakes Region (Seneca Lake and Cayuga Lake) and on Long Island (The Hamptons and North Fork of Long Island).

Each region has distinct combinations of soil, topography, and climate that make the regional wines unique.

## THE NEW YORK TRADITION

New York was among the first states to grow grapes and produce wine – a centuries-old tradition which serves as a foundation for today's strong growth. The first grape vines were planted in the Finger Lakes region in 1829 by the Rev. William Warner Bostwick. Using a few cuttings of Isabella and Catawba vines from the Hudson River valley, he planted them in his garden behind the Episcopal rectory in Hammondsport, NY.

Brotherhood Winery in the Hudson River Region, established in 1839, is the nation's oldest continuously operating winery. Great Western Winery, which began in 1860 as the Hammondsport and Pleasant Valley Wine Company, became U.S. Bonded Winery No. 1 and quickly established an international reputation for sparkling wines made in the Finger Lakes. Having survived Prohibition and several ownership changes, Pleasant Valley Wine Company returned once again to local family control in 1995. Today, the winery has a capacity of over 14 million gallons at its 425,000 square foot facility in Hammondsport, NY, where they continue to produce the Great Western brand.



# Process

Boldly, creative.

New York's unique role as one of America's oldest wine regions and a pioneer in winegrowing has provided a diverse legacy in its vineyards. Our embrace of the old-world, new-world, and everything in-between, makes New York wines something unique to explore. Native varieties, French-American hybrids (also known as hybrid direct producers) and vinifera varieties all play a role in producing an array of wines more extensive than that of any other state in the U.S.





When it comes to New York wines, there's a lot to like. The New York wine industry makes more varieties of wines than almost any wine region in the world, offering something to please every taste and budget. Native American varieties, known as vitis labrusca, were the only grapes grown in New York until the 1930's. These hardy, productive varieties like Concord (red), Catawba (pink), and Niagara (white) translate into wines with a pronounced grapey aroma and taste that many people prefer.

French-American varieties, mostly developed by French scientists about 100 years ago, combine the best of both worlds — the flavor characteristics of European wines and the hardiness of American vines. Baco Noir (red) and Seyval Blanc (white) are two examples, along with more recently developed varieties Noiret, Traminette, and Valvin Muscat.

European varieties (vitis vinifera) — such as Riesling and Merlot — are the most recent additions to New York's viticultural repertoire, due primarily to the vision and persistence of the late Dr. Konstantin Frank. Bucking the conventional wisdom that these delicate varieties could not be grown in the Finger Lakes, Dr. Frank dramatically proved that they could, and in the process started the "vinifera revolution", which spread beyond the Finger Lakes and New York to other eastern states.

So what's the best wine in New York? You decide. New York wines of all types have achieved world-class status. We invite you to explore the state's vast offerings and find which ones YOU enjoy most.

*Cheers!*



# Palate

Boldly, nuanced.



Discover our ability to intrigue, inspire, satisfy, and surprise with undiscovered nuance and layered flavors.



# Progress

Boldly, evolving.

The story of New York Wines is still being written.

Our winemakers continue to possess a fearless willingness to break new ground, change the conversation, advance our science and create modern traditions. So stay tuned... we think you'll like what comes next!







This material was produced by the New York Wine & Grape Foundation.  
Learn more at [newyorkwines.org](http://newyorkwines.org).

Photography by Rima Brindamour and Amy Ellsworth.