

FISCAL YEAR

22
23

Boldly,
NY.

www.newyorkwines.org

NEW YORK WINE & GRAPE FOUNDATION

ANNUAL REPORT



Paumanok Vineyard (Photo by Rima Brindamour)



NEW YORK WINE & GRAPE FOUNDATION

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A MESSAGE FROM OUR
EXECUTIVE DIRECTOR

SAM FILLER



Dear Friends,

This past year, the New York Wine and Grape Foundation board and staff remained focused on the needs of growers, winemakers, and other partners as, together, we further strengthened the state's agricultural economy. The following pages provide additional details on the programs enabled by the State of New York's ongoing investment in NYWGF, supplemented by grant awards and private sector contributions, along with the results those resources delivered. As a result, New York's grape and wine industry continued to attract attention from trade partners, wine critics, investors, and consumers around the world.

Decanter Magazine US editor Clive Pursehouse summed it up accurately, writing: "The success of California, Oregon, and Washington's viticulture has sometimes left New York out of the conversation it very much belongs. New York Wines can and do go toe to toe with the country's other major regions."

To leverage New York's growing reputation for high-quality grapes and wines, NYWGF's communications, research, and promotional activities focused on helping the industry adapt to an evolving, more intensely competitive environment while discovering the unique potential in their businesses.

The year was punctuated by some important accomplishments on behalf of the industry consistent with NYWGF's two primary areas of organizational focus in its 2022-27 strategic plan:

- 1. Promote New York grapes and wine as a global and unified brand**
- 2. Affirm New York's status as the #1 cool and cold climate viticulture region**

Several of those key accomplishments are documented in the following pages. While this report highlights the outcomes of key program activities over the past fiscal year, the important work of growing the industry is ongoing. Support from the State of New York, other public funders, and private sector contributions ensures that programming will continue to effectively expand and cultivate economic growth within New York's grape and wine industry.

In closing, and on behalf of the NYWGF board and staff, let me thank the many, many industry members and key industry stakeholders who have become trusted friends and have offered their support, encouragement, inspiration, and constructive criticism to help ensure that our stewardship of NYWGF's public and private resources yields impactful results.

Cheers,



SAM FILLER
Executive Director

NEW YORK WINE & GRAPE FOUNDATION: A PRODUCTIVE PUBLIC-PRIVATE PARTNERSHIP

The New York Wine & Grape Foundation was founded in 1985 by State Statute to support industry growth through investments in promotion, research, and capacity building. Today, our public-private partnership drives the industry’s growth and makes it a major state economic engine that generates more than \$14.93 billion in direct economic impact.*

The 2022-2023 State Budget allocated \$1,075,000 through contributions from the Governor and State Legislature. In addition, NYWGF received a grant for \$250,000 from Genesee Valley Regional Market Authority (GVRMA) to support the New York Wines, *Online!* program. The USDA provided funding for our MAP and ATP Export programs, totaling \$849,712. Activities under the Sustainability Program were supported by a grant from the Natural Resources Conversation Service in the amount of \$101,625. The availability of these grant funds creates an important inducement to encourage private sector industry contributions. NYWGF received \$303,168 from industry contributions during the 2022-2023 fiscal year and \$126,961 in member dues.

Since its inception in 1985, NYWGF and the industry have benefited from the State of New York’s support to conduct basic programs of promotion and research. The private sector contributes similar amounts to match the State funding. The sections that follow summarize the programs, with additional detail in the Appendices.

*Source: <https://wineamerica.org/economic-impact-study/new-york-wine-industry/> New York Economic Impact Study 2022. Part of the 2022 National Economic Impact Study of the Wine Industry by John Dunham & Associates.

2022-2023 Fiscal Year	
Total Spent on Promotion	\$2,240,611
Total Spent on Research	\$624,400



NEW YORK WINES IN THE PRESS

The New York Wines, *Online!* Tasting events and ongoing press pitches throughout the year helped generate over 50 articles and coverage from state, national, and international media outlets. Below are some highlights of what people are saying about New York wines! (See *Appendix* for full list of linked articles.)

“Dr. Konstantin Frank Winery has not just been a pioneer in the Finger Lakes, it has mentored several winemakers who worked there and moved on to become leaders in the region.”

- Dave McIntyre, Washington Post

“Albariño, Melon de Bourgogne, Teroldego, and Tocai Friulano. These unique grape varieties from regions worldwide can all be found in one unexpected place – Long Island, New York. Even though the Long Island AVA is small, with only 3,000 acres of grapevines, it’s a leading region in experimentation.”

- Hannah Staab, Somm TV

“From the Finger Lakes, Keuka Lake wines were a standout in my tasting. For red wine, their Léon Millot offered good balance and craftsmanship and was a versatile wine. Their collection of Vignoles in five different expressions – sparkling wine, with some skin-contact, a single-vineyard expression, a blend of sites, and finally their single-vineyard expression at 13 years of age – have made me a fan of the cultivar.”

- Elaine Chukan Brown, jancisrobinson.com

MEMBERSHIP 2022-2023

Building on the success of the 2021-22 membership year, the Foundation continued to offer benefits designed to help wineries and growers operate effectively and efficiently, build industry intelligence, and help members adapt to meet the demands of a changing market.



TIER 1 MEMBERSHIP

Benefits industry conference discounts, Cornell wine lab subsidy, grape grower marketing and sales education, discounted entry in the New York Wine Classic, and access to a variety of informational webinars.

TIER 2 MEMBERSHIP

For those looking to expand or diversify sales or build the capacity of their business, Tier 2 membership benefits provide access to both basic and enhanced webinars, individual consulting, a 50% subsidy on Cornell's Wine Lab services, TiPS Tasting Room training subsidies and more.

TIER 3 MEMBERSHIP (WINERIES ONLY)

Our highest level of membership is for wineries that want to expand their reach through marketing and sales campaigns designed to reach target markets. Previously known as the NY Drinks NY program, our Tier 3 membership benefits connect wineries directly with consumers and influential members of the trade and media.

BUSINESS PARTNERS

For Business Partner members we provided additional opportunities to engage with wineries through our sponsorship, advertising, and educational programs. We continued our work with Business Associate member Mengel, Metzger, Barr & Co., LLP, to provide a members-only Help Desk to help members tackle the complex issues of alcohol regulations and excise taxes, tax credits, tax preparation, grant applications, business planning, and more. Our Business Partner American National Insurance provided sponsorship support as the Keynote Speaker sponsor and Business Program at B.E.V. NY.



BUSINESS DEVELOPMENT

The world is changing rapidly and NYWGF supports wineries and growers statewide to adapt with the changing times and take advantage of every opportunity. The following resources were provided to the industry throughout the year.

B.E.V. NY CONFERENCE

B.E.V. NY, the annual conference for the New York grape and wine industry, was held from March 28th through March 30th, 2023. The theme of this year's conference was "Making, Measuring, and Marketing New York Wine", highlighting the use of data to help New York's wine and grape industry in the face of challenges like climate change, pests, and disease, and changing consumer preferences. The conference brought together over 300 winemakers, grape growers, industry suppliers, and researchers from across New York State and around the world, both in-person and via livestream.

Highlights of the conference included the announcement of a [new white wine grape by renowned Cornell grape breeder Bruce Reisch](#), as well as presentation of the 2023 Unity Awards to this year's honorees. Attendees also had the opportunity to network with over 50 exhibitors showcasing the latest products and services for grape growers and winemakers at the trade show.

Participant Feedback

"This was my first B.E.V. NY conference, and I met so many interesting attendees and vendors. I have an extensive list of contacts. The venue was very nice, and the food was amazing which made for great networking. I was impressed with how freely competing vineyards share information and work in concert with one another to promote the industry."



IMPROVING BUSINESS PRACTICES WITH WINERY BENCHMARKS

In FY 2022, NYWGF provided a subsidy to sixteen (16) Tier 2 and 3 winery members to support the Farm Credit East Winery Benchmarks program. This program is a unique assessment that allows wineries to see how their business compares to industry peers. The program is designed to serve as an annual management report and business improvement process. Peers and consultants together discuss issues related to winery financial performance and strategy to better align with market goals for the future.

MINI GRANTS SUPPORT NEW YORK WINE MARKETING

In April 2022, NYWGF launched a grant program to support marketing and educational needs of wineries, growers, and related promotional entities. To support our community, NYWGF provided small grants designed to ensure those opportunities are taken advantage of to their full potential. Through this program, New York wineries, grape growers, wine trails, and regional promotional entities were eligible to apply for funding to support marketing or educational efforts. All applicants were required to clearly articulate how the proposed activity would promote the world-class image of New York grapes and wines with priority given to activities that served more than one winery or grower. As of March 2023, NYWGF had awarded 22 mini grants for support of New York wine marketing projects. Awards broke down into the following categories:

- 34% - Digital Advertising
- 26% - Regional or Winery Campaigns
- 14% - Virtual/In-Person Event Support
- 14% - Business Consulting Assistance
- 6% - General Marketing to Support Agrotourism
- 3% - Seminar or Conference Registration
- 3% - Signage



Highlights included:

- Support of the 2nd Annual Finger Lakes Wine Month, benefitting 66 wineries, as well as the wine trails of Keuka, Seneca, and Cayuga Lakes. Working in partnership with the trails, the Finger Lakes Wine Alliance, and Finger Lakes Wine Country, FLX Wine Month produced marketing materials and clothing to promote their regional events.
- Event support to highlight the Hudson Valley's signature grape, Cabernet Franc, and the 7 Legacy Member wineries that produce distinctive and award-winning Hudson River Region-grown Cabernet Franc wines.
- Support for regional "Long Island Wine" campaign on social media benefiting 3 historic producers in the area. Key influencers were sent Long Island wines in a custom shipping box adorned with each winery's logo including collateral and merchandise from each winery.

EDUCATIONAL WEBINARS

In 2022 NYWGF partnered with experts at the Wine Folly, DTC Wine Workshops, the WISE Academy, Farm Credit East, the New York State Dept. of Labor, Salisbury Creative, Adirondack Diversity Solutions, and Mengel, Metzger, Barr & Company, among others, as well as many other NYWGF Business Partners to provide wineries with access to courses on sales, marketing,

and financial management and more. New this year, NWYGF also provided Diversity, Equity & Inclusion training to support wineries in marketing and employment strategies.

Overall NWYGF hosted twenty-five (25) Webinars from April 2022 through March 2023. These sessions welcomed 925 registrations and, with an approximate attendance rate of 65%, plus over 800 views of the recorded sessions. Popular topics included:

- Introduction to Diversity, Equity, & Inclusion in Wine
- DTC Metrics & Management Intensive
- Recruiting Talented Diverse Teams
- Building Your Winery's Corporate Holiday Gift Program
- Creating a Welcoming & Inclusive Customer Experience
- Year-End Tax Planning Update
- How to Optimize Your Winery Website Sale
- New York Grape Grower and Winery Labor Market in 2022 and Beyond
- Social Media + SEO for Wineries: Get Found, Connect, Increase Wine Sales
- New York Sustainable Winegrowing Vineyard Certification
- Nine Top Wine Marketing Tips for 2022
- Grant Funding Opportunities Available to NY's Wineries & Growers

TIPS TRAINING

In 2022-2023, we once again offered TiPS Training for a reduced price to winery members and their staff. TiPS Training is a dynamic, skills-based training program designed to prevent intoxication, drunk driving and underage drinking. Having staff TiPS-trained can ensure alcohol training compliance with state regulations, reduce exposure to alcohol liability lawsuits, and help reduce penalties for alcohol violations. Over 40 staff from member wineries took advantage of the member benefit.

DOMESTIC MARKETING

NWYGF has continued to invest in expanding the brand presence and product availability of New York wines in key markets throughout FY 22-23. Our comprehensive promotions program provides wineries with important support services to ensure that they make the most of our activities and to help expand their business and marketing plans.

Marketing Activities included:

LONG ISLAND – BACKYARD TRADE MISSION

On June 14th, 2022 five (5) Long Island wineries hosted a group of 12 buyers and staff from Flatiron Wine & Spirits NYC, one of the city's leading retailers. Led by general manager and wine buyer Clara Dalzell, the goal of this trip is to create New York wine ambassadors, and curate an in-depth exploration of Long Island wineries. The timing of the tour was opportune, as Flatiron was preparing to introduce 35 new SKUs from New York state to their portfolio—one that continues to expand and diversify.

FINGER LAKES – BACKYARD TRADE MISSION

From June 27th through July 1st, 2022, fourteen (14) Finger Lakes wineries hosted a small-group tour in partnership with retailers and distributors located in Pennsylvania and New Jersey. This type of experience helps to forge strong relationships between producers and buyers and creates long-term New York wine ambassadors.



NEW YORK ON THE ROAD TOUR

On August 9th, 10th, and 11th NWYGF conducted “New York on the Road” winemaker events for 12-15 trade professionals in three target markets: NYC, Washington DC, and Philadelphia. New York on the Road was designed to bring exceptional wines from the Finger Lakes to VIP trade. The masterclasses held at each location showcased two dynamic winemakers at each, in an intimate setting to discuss wines from the region, alongside a wine- paired lunch. The New York wine-focused venues and intimate setting encouraged trade to build close connections and engage with the winemakers present.

Participant Feedback

“Awesome time meeting Winemaker Shannon from Silver Thread.... Thank you so much for this opportunity to learn more about New York wines.”

– Vincent Moten (DC)

“Yesterday was amazing! What a wonderful masterclass and luncheon by the New York Wine & Grape Foundation. Also, the wine paired perfectly with fantastic meal.”

– Sarita Cheaves (DC)

FINGER LAKES SUMMER TRADE TOUR

From August 21st through 25th, 2022 Twenty-two wineries hosted a group of five (5) VIP buyers and media members. The participants engaged in an interview with *Wine Business Monthly* in a “buyer roundtable” style at the close of the trip, which may potentially be included in future editorial coverage.

INTERNATIONAL WINE CENTER SEMINAR

On January 31st, 2023, NYWGF partnered with the International Wine Center in NYC to organize and deliver a 2-hour masterclass featuring New York wines to (26) IWS students and graduates. IWC is one of the most established, reputable, and prestigious wine and spirits educational centers in the country. IWC was recognized by WSET as one of the leading wine and spirits education centers in the world when in 2007 WSET awarded International Wine Center the inaugural Riedel Trophy as WSET Educator of the Year. In 2015, IWC was licensed by the New York State Education Department as a



Private Career School. IWC instructs approximately 1,000 students annually in the greater New York City area and more than 335 individuals who studied at International Wine Center have received the WSET Diploma in Wines & Spirits, including 16 individuals who are now Masters of Wine.

CONSUMER TASTING EVENTS

NYWGF partnered with wine writer and educator Karen MacNeil to host three (3) virtual tasting events in August, September, and November 2022 for her audience of over 30,000 wine enthusiasts. Karen is the recipient of every major wine award in the English Language, including the *James Beard award for Wine and Spirits Professional of the Year*, the *Louis Roederer award for Best Consumer Wine Writing*, the *International Wine and Spirits award for Global Wine Communicator of the Year*, and the *Wine Appreciation Guild's Wine Literary Award*. Her book, *THE WINE BIBLE*, has sold over a million copies and was featured in the 2020 Netflix series *Uncorked* and the Starz series *Sweet Bitter*. The sessions garnered 726 registrations in total, reached 71,606 individual consumers via Karen's social media promotions and, as of June 2023, have been viewed over 375 times on YouTube. The wine being featured on each session was made available in a pack through *Gary's Wine & Marketplace*.



NEW YORK WINES, *ONLINE!* WEBINARS SERIES

NYWGF hosted 3 virtual events from November through February 2022 with 499 trade, media, and consumer RSVPs; attendance was 60% on average. In addition to the live attendance, sessions were recorded and have been viewed over 290 times. The virtual series was a continuation of the New York Wines, *Online!* events that took place in 2021. The format was a 1-hour Zoom webinar hosted by Kelli A. White, Director of Education for the Pacific Union Company in Napa Valley and previous Senior Staff Writer for *GuildSomm*, as the moderator of the roundtable discussion and tasting with 3 New York winemakers or proprietors. This year, the New York Wines, *Online!* series introduced a new focus: the distinctive profile of New York wines and how they compare to those of other world-class regions, both around the USA and the world.

GUILDSOMM E-LEARNING FOR TRADE & CONSUMERS

In February 2023, the New York Wines, *Online!* program partnered with *GuildSomm* educators to create interactive, multi-media courses written, designed, and fact-checked by their team and permanently published to the *GuildSomm* website for their members. The intention of

the course is to provide an overview of the wines of New York at an intermediate educational level to wine enthusiasts and trade alike. The course will be available for free to all GuildSomm members indefinitely and a membership discount code has been provided to NYWGF and all current members.

GROWER PODCAST SERIES

In February 2023 NWYGF partnered with Lawrence Francis, UK-based podcaster, and writer at Interpreting Wine. The goal of this new series was to revisit the important stories of New York viticulture. As so many wine conversations focus on the fact that that “good wine is made in the vineyard,” the stories of New York grape growers seemed especially critical to share. The podcasts allowed trade and media to understand the unique challenges and opportunities of grape growing in our exciting cool climate region. Episodes also explored the opportunities presented by hybrids and vinifera, the working relationship between growers and winemakers, and an in-depth discussion of the impact of biodynamics in the region.

NEW YORK REGION GUIDE ON WINE FOLLY

In September 2022, NWYGF and Wine Folly announced the launch of the *New York State Wine Region Guide*, the first comprehensive digital guide to the New York wine region on the Wine Folly platform. All participating wineries were able to directly benefit from Wine Folly’s reach of over 20 million wine consumers globally. This expanded awareness is supported by Wine Folly’s compelling user experiences and products that have a significant impact on the wine industry.



Overall reach of 2.6 million people during the first 5 months of Wine Folly guide launch:

- 1 Youtube Videos (77k)
- 2 Email features (252k)
- 3 Instagram Posts (1.2M)
- 2 Instagram Stories (800k)
- 3 LinkedIn posts (105K)
- 3 Twitter Mentions (150K)

NEW YORK WINE REFERENCE GUIDE - SEMINAR SERIES



Building on the success of the updated *New York Wine Reference Guide* and in an effort to widely disseminate the important information inside, NYWGF planned a comprehensive wine education seminar series to bring that guide to life for wineries, trade, and media. Scheduled to launch in Spring 2023, attendees will join writer and educator Dan Belmont as he leads a nine-part series designed to help them build essential knowledge about the history, styles, varietals, and exciting innovations of New York wine.

NEW YORK CLASSIC AWARDS CEREMONY

In 2022, the New York Wine & Grape Foundation continued their partnership with the Beverage Testing Institute (BTI) to score entries for the New York Wine Classic which focuses solely on New York wines. Using industry-leading methodology co-developed with Cornell University, BTI scored a total of 753 wines entered into the competition. Each year, the winning entries see increased publicity and sales following the competition. Top awards are highly respected by the trade and are often added to winery advertising. Winners have access to point-of-sale materials including digital medals, bottle stickers, bottle neckers, shelf talkers, and case cards. The Foundation hosted a Facebook Live event featuring Karen MacNeil to announce the winners of the 2022 competition.

Over 175 wine enthusiasts registered for and received a direct link to the awards ceremony and the Facebook Live event reached nearly 700 users. Follow-up social media posts reached 19,978 Facebook and Instagram users and 2,380 of those engaged with social posts through reactions, comments, shares, views and clicks.



NEW YORK WINES MARKETING TOOLKIT DEVELOPMENT

In 2022 NYWGF worked with marketing consultant Born Collective to build a blueprint for the brand of New York wines. After months of research, Born Collective created statewide, AVA-specific, and sustainability messaging pillars, along with new "New York Wines" graphics and marketing assets to include in a toolkit for wineries, trade, and media partners. Items in the Marketing Toolkits will ensure brand cohesion, message consistency, and provide options for regional individuality. Based on focus group feedback, each New York AVA was provided with its own "Boldly, NY." tagline and "proof points." The statewide and AVA pillars and proof points will be provided to key audiences through various assets such as posters, flyers, brochures, and template website and email copy.



DECANTER MEDIA PARTNERSHIP

In September 2022, NYWGF entered a partnership with *Decanter* to feature the wines of New York through a 5-article series. *Decanter* is one of the world's leading wine media brands with a total monthly reach of more than 2.2 million wine enthusiasts via print, digital, and social channels. The magazine focuses mainly on wines available in the United Kingdom, as well as the United States. Resulting articles included:

- [New York rosé wines – Diversity and character](#)
- [New York State: a winemaking melting pot](#)
- [New York State of Fizz: The Sparkling Wines of NY](#)
- [Sustainability in the New York Wine Region](#)
- [New York Wines: A Sommelier's Love Affair](#)

Bonus Articles/Earned Mentions in Decanter included:

- [Finger Lakes sparkling & sweet wines: best new releases](#)
- [International Riesling Day: American style](#)
- [New York State's Pinot Noir potential and 18 wines to try](#)
- [The rise of New York State wine](#)

CONTENT DEVELOPMENT

To help build the narrative and amplify the unique perspectives of New York's winemakers and grape growers, the NYWGF continued with the commission of editorial content to be published on newyorkwines.org.

- [Finger Lakes Sparkling Wine: The Next “Big Buzz”](#)
- [A Taste of the Finger Lakes: Exploring the stories behind the bottles](#)
- [Having Found Its Style, New York's Winery of the Year Weis Vineyards Is Finding Its Stride](#)

INTERNATIONAL MARKETING

Over 30 New York wineries continued to shine worldwide in FY 22-23. As active participants in the NYWGF Export Program, these wineries were featured in virtual and in-person events in Paris, Montreal, Quebec, Tokyo, Seoul, Hong Kong, Hanoi, Ho Chi Minh City, Copenhagen, and Stockholm. Top wine educators such as Reeze Choi, Wallace Lo, Elaine Chukan Brown, Marius Odland and Jamie Goode, were brand ambassadors for New York wines in Europe and Asia, and their ringing endorsement enabled many wineries to successfully export to markets such as Japan, Norway, Sweden, and the United Kingdom.



For the first time ever, NYWGF participated in the “Wines of the U.S.A.” Pavilion at Vinexpo Paris in February 2023, with resounding success. NYWGF featured 48 different wines from 24 New York wineries and organized a fully attended New York Wines Masterclass led by Elaine Chukan Brown. Overall, there were over 36,000 visitors to the tradeshow, representing a 41% increase from 2022 and an 85% increase in international visitors. NYWGF’s booth received a special mention in a full Vinexpo Paris recap by Dutch wine blog Wijn Wine, Wein for being notably informative.

[Click here or a full list of international articles and pre-recorded seminars.](#)

NEW YORK SUSTAINABLE WINEGROWING

Growing interest in sustainable and environmentally friendly wine has necessitated an evolution in the New York wine industry. NYWGF is leading the way in this evolution by providing vineyards and wineries with the tools they need to meet this growing demand. Following the success of the Sustainable Winegrowing Program pilot certification in 2022 NYWGF has decided to continue building the program, bringing on a new Sustainability Manager in August 2022.

The mission of the [New York Sustainable Winegrowing](#) program is to advance the environmental, social, and economic sustainability of New York's wine and grape industry through regionally defined sustainability standards, third-party certification, grower education, and stakeholder engagement. The vision of the program is to elevate New York State as a world class wine and grape region that protects the environment, conserves natural resources, and improves the lives of our stakeholders.

In October 2022 VineBalance 2023 was released to the growers as the basis of certification under New York Sustainable Winegrowing. Reviewed and revised by a panel of experts including academics, viticulturist, industry members, and extension specialists. The resulting workbook better reflects modern, science based, sustainable viticulture practices throughout the cool climate of New York State.

October 2022 saw the opening of signups for certification under New York Sustainable Winegrowing for the first time. By May 2023, over 50 Vineyards completed the certification process which included a Vineyard Self-assessment based on VineBalance 2023, the development of action plans, and an independent verification process completed by a third-party vineyard auditor.

Vineyards that achieved certification are permitted to use the programs' Trustmark and language in their marketing efforts. Grapes grown in certified vineyards may be turned into wine, and any



wine made from at least 85% of these grapes is able to bear the Trustmark on their bottle. The Trust Mark will provide participants with a way to include a credible, visible sustainability claim on their product, making it easier for consumers to identify certified sustainable wines from New York.

Participation in New York Sustainable Winegrowing will help to measure the New York grape industry's contribution to conserving New York State's natural environment. Documenting these practices through VineBalance will position grape growers as key contributors to the goals of the landmark 2019 NYS Climate Leadership and Community Protection Act (CLCPA). The establishment of a statewide sustainable vineyard certification program will elevate the ability of New York vineyards to be a proactive force in conserving the environment, tackling climate change, and supporting rural economies.



Paul and Shannon Brock, Silver Thread Vineyard,
recipient of the 2023 Sustainability Award.
(Photo Provided)

RESEARCH PROGRAM

Since its creation in 1985, NYWGF has sponsored an ambitious and comprehensive program in close coordination with the industry and academia. As with the promotion program, private sector funding is used to leverage the state funds. NYWGF's annual research budget is normally between \$350,000-\$600,000 to support many projects, mostly conducted by Cornell University's New York State Agricultural Experiment Station in Geneva NY and the Cornell Lake Erie Research and Extension Lab in Portland NY.

The private sector funds come from various organizations, businesses, and individuals to support all research related projects, but focused on the two main areas of research: viticulture and enology.

The NYWGF's Board Research subcommittee oversees the solicitation of research proposals based on industry generated priority themes. They meet with the researchers at a reporting session held each February where they can ask questions about current projects and research proposals for the next fiscal year. The committee meets in March and reviews all proposals and makes a recommendation to the NYWGF Board for final allocations to individual projects.

The projects funded in Fiscal Year 2022-2023 are listed on the next page.



Jason Londo, recipient of the 2023 Research Award
(Photo provided)

RESEARCH PROJECTS AWARDED 2022-2023

Researcher	Viticulture Topics	Project Cost
Acevedo	Effect of plant biochemical defenses on grape berry moth survival	\$9,274
Gerling	Veraison to Harvest Newsletter and Fruit Sampling 22-23	\$25,466
Gold	Plant protection sensing to improve sustainable grape disease management	\$38,234
Hed	Evaluation of fungicide efficacy, spray intervals and timing, crop load on powdery mildew leaf disease development on Concord grape	\$10,193
Hed	Side by side evaluation of clones and hybrids of Vitis Vinifera "Riesling" in the Lake Erie Region of PA	\$12,741
Londo	Tracking grapevine cold hardiness across New York 22-23	\$29,436
Reisch	Breeding and evaluation of new wine grape varieties with improved cold tolerance and disease resistance	\$31,182
Russo	Increasing the reliability and scope of NEWA weather & pest model information	\$41,136
Scott	Development of a high throughput assay to detect insecticide resistance in Drosophila melanogaster	\$49,585
Sosnoskie	Evaluating vision-guided spray technology for selective sucker control in grapes	\$13,179
Tako	Red, white grape pomace as natural & sustainable source of phytonutrients with demonstrated Nutritional Benefits	\$25,000
Vanden Heuvel	Determining bud mortality via thermal imaging to guide pruning practices	\$19,622
Walter Peterson	Evaluation of a berry cuticle supplement to reduce cluster rot in vineyards	\$16,828
Wise	Evaluation of a berry cuticle supplement to reduce cluster rot in vineyards	\$12,579
Wise	Evaluation of Winegrape Cultivars and Clones on Long Island	\$32,203
Wise	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	\$9,933
Subtotal Viticulture Projects		\$366,658

Researcher	Enology Topics	Project Cost
Mansfield	Hybrid Red Wine Color:consumer perception and hydrolysable tannin stabilization	\$22,277
Sacks	Expanding the range of rapid analysis approaches to semi-polar volatiles and non-volatile precursors in grapes	\$150,876
Sacks	Validating accelerated testing for predicting maximum SO2 concentrations in canned wines	\$53,672
Sacks	Anticorrosive food ingredients to address the challenges of "Hard to Hold" canned alcoholic beverages	\$94,953
Subtotal Enology Projects		\$321,778

Total Awarded Research \$688,436

ORGANIZATIONAL STRUCTURE

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Max Rohn
Wölffer Estate

Matt Schraeder
E. & J. Gallo Winery

Julie Suarez
Cornell University, College of Agriculture
and Life Sciences

Leah Van Scott
Greater Rochester Enterprise

Wendy Oakes Wilson
Leonard Oakes Estate Winery

STAFF

Sam Filler, *Executive Director*
Dana Alexander, *Director of Operations*
Jennifer Cooper, *Membership & Events
Manager*
Amy Ellsworth, *Communications
Manager*
Kim Hughes, *Finance Manager*
Justin Jackson, *Sustainability Manager*
Valerie Venezia-Ross, *Director of
Programs and Marketing*

Programs: Promotion, Research

Products: Grape Juice, Wine, Table
Grapes

Regions: Chautauqua/Lake Erie, Niagara
Escarpment, Finger Lakes, Hudson Valley,
Upper Hudson, Champlain Valley of New
York, Long Island, Other

CONSULTANTS AND OUTSIDE CONTRACTS

The following consultants, institutions or organizations received monies from the Foundation during FY 22-23. The listing includes a brief description of the projects and the amounts committed during the fiscal year.

Consultant/Service Provider (Project)	Commitment
Adirondack Diversity Solutions (Contract for DEI consulting services and BEV speaker fees)	\$14,250
Advance Local Events (Contract for planning svc for BEVNY2023)	\$20,000
A & M Consulting and Communications Inc. (FAS Market Access Program/ATP LCBO program consultant)	\$46,910
Asahi Agency (FAS Market Access Program; export program consultant)	\$35,705
B Cause Marketing Inc./Born Collective (Contract for Global and Sustainability marketing plans)	\$167,500
Chris Becker (Contract for Sustainability pesticide policy update work)	\$4,000
Dan Belmont (Contract for content creation svc/webinar host and NY wine guide update)	\$33,780
Bottle books (Contract for online data collection and distribution service for MAP program)	\$6,565
Elaine Brown (Contract for speaker svc at BEV2023)	\$5,500
Bryant Christie Inc. (FAS Market Access Program; export program management consultant)	\$82,700
Cornell University & Cooperative Extension offices statewide (For Viticulture and Enology research projects, Wine Lab, Sustainability and BEV NY)	\$665,216
Crafting a Brand (Contract for webinar host svc)	\$1,400
DTC Wine/Sandra Hess (Contract for webinar host svc)	\$1,250
Enolytics/Cathy Hughes (Contract for webinar host svc)	\$750
Farm Credit East (Contract for winery benchmark svc)	\$5,600

Consultant/Service Provider (Project)	Commitment
Finger Lakes Economic Development Council (Contract for NYWGF office space)	\$21,200
FLX International LLC (FAS Market Access Program; export program consultant)	\$30,000
Folly Enterprises US (Contract for speaker svc/David Guzman at BEV2023)	\$750
Lawrence Francis (Contract for services to create grower podcast service)	\$8,964
Jaime Goode (Contract for speaker svc at BEV2023)	\$2,250
Mary Gorman-McAdams (Contract for speaker svc at BEV2023)	\$2,000
HROne (Contract for HR services, mandatory trainings, payroll svc)	\$4,419
Heveron & Company CPAs (Contract for annual audit services)	\$7,675
Maiah Johnson Dunn (Contract for content creation services and BEV23 speaker fee)	\$2,000
Megan Johnston (Contract for professional development svc for staff)	\$4,550
Karen MacNeil & Company LLC (Contract for speaker svc for NY Wine Classic 2022)	\$6,000
Valerie Kathawala (Contract for content creation services)	\$2,188
Ketchin Sales & Marketing (FAS Market Access Program; export program consultant for Canada)	\$67,328
Bob Madill (Contract for host svc fee)	\$3,875
Marriott Syracuse Downtown (Contract to host BEV2023 event)	\$75,130
Tim Martinson (Contract for Sustainability farm inspection services)	\$16,100
Nixon Peabody (Contract for legal services)	\$2,635
NYCON (Contract for strategic planning services for NYWGF board)	\$5,783
O'Donnell Lane (Consultant svc for domestic program and events)	\$118,451

Consultant/Service Provider (Project)	Commitment
Pennsylvania State University (For Viticulture research projects)	\$38,451
Christina Pickard (Contract for BEVNY2023 speaker svc)	\$1,000
R&R Teamwork/Think Drink Global (FAS Market Access Program consultant)	\$155,992
Ben Salisbury (Contract for webinar hosting and speaker svc at BEV2023)	\$1,500
Robin Shreeves (Contract for content creation services)	\$1,000
Sawtooth Vineyard Mgmt & Consulting/Chris King (Contract for Sustainability farm inspection services)	\$14,898
SCT Computers (Contract for monthly maintenance, managed services etc.)	\$1,579
Thinking Outside the Bottle (Contract for content creation svc)	\$2,600
Traphagen Law PLLC (Consulting Service for Sustainability trademark application)	\$10,158
Visual Technologies (Contract for tech support and live stream at BEV2023)	\$21,443
Kathleen Wilcox LLC (Contract for content creation services)	\$1,000
Wine Folly (Contract for NY regional guide)	\$30,000
Winship Media/Crush (Contract for consulting services/event management for BEV NY2022)	\$7,500
Wise Academy (Contract for capacity building webinar svc)	\$8,905
Total Consultants and Outside Contracts	\$ 1,768,450

NYWGF MEMBERS 2022-2023

GRAPE GROWERS

Amberg Grapevines	King of Glory Farms
Anthony Pagano, Jr.	Lake Road Vineyards
Apple Barrel Orchards	Lakewood Farms
Argetsinger Farms	Lin-Ary Vineyards
BAAR Scientific	Main Street Vineyard
Bedient Farms	Naeser Vineyards
Bound East Wine Group	Old State Vineyards
Bruce Reisch	Olde Chautauqua Farms
C & D Wager	Pendleton Farms
Clearview Farms	Sawmill Creek Vineyards
Daren & Julie Simmons	Sawtooth Vineyard Management & Consulting
Double A Vineyards	Simmons Vineyards
Doyle Vineyard Management	Sunrise Hill Vineyards
Edward C. Dalrymple Farm	Travis Hill Farm and Vineyard
Erdle Farm	Tuller Vinifera Vineyards
Fino Farms	Turan Vineyards
Grafted Grapevines	Valcour Vineyards
Jerome's U-Pick	Vinehaven Vineyards
JM Joy Farms	Virgil Road Vineyard
Joyful Vineyards	Wishing Well Vineyards
Kashong Glen Vineyards	

WINERIES

A Gust of Sun	Belhurst Estate Winery
Adirondack Winery	Benmarl Winery
Airy Acres Vineyard	Bet the Farm Inc.
Anthony Road Wine Company	Billsboro Winery
Anyela's Vineyards	Black Diamond Farm & Cider
Applewood Winery	Black Willow Winery
Arbor Hill Grapery & Winery	Boundary Breaks
Atwater Vineyards	Bregg Winery Inc
Baiting Hollow Farm Vineyard	Bright Leaf Winery
Baldwin Vineyards	Brotherhood, America's Oldest Winery
Barnstormer Winery	Bully Hill Vineyards, Inc.
Barrington Cellars	Buttonwood Grove Winery

WINERIES (CON'T)

Canandaigua Wine Company	Kelloggsville Farm Winery
Casa Larga Vineyards	Kemmeter Wines
Caywood Vineyards	Keuka Lake Vineyards
Channing Daughters Winery	Keuka Spring Vineyards
Chateau LaFayette Reneau	Knapp Winery
Chateau Niagara Winery	Kontokosta Winery
CJS Vineyards	Lakeland Winery
CK Cellars, LLC	Lakewood Vineyards
Clearview Vineyard	Lamoreaux Landing Wine Cellars
Clinton Vineyards	Lashbrook Farm
Clover Pond Vineyard	Lenz Winery
Colloca Estate Winery	Leonard Oakes Estate Winery
Coyote Moon Vineyards	Liberty Vineyards & Winery
Damiani Wine Cellars	Lieb Cellars & Bridge Lane Wine
Dr. Frank Wine Cellars	Living Roots Wine & Company
Element Winery	Lucas Vineyards
FLCC Viticulture & Wine Technology Corporation	Macari Vineyards
Forge Cellars	Magnanini Farm Winery
Four Maples Vineyard & Winery	Mazza Chautauqua Cellars
Fox Run Vineyards	McCall Wines
Frontenac Point Vineyard & Estate Winery	McGregor Vineyard
Fulkerson Winery	Meadowdale Winery
Galway Rock Vineyard & Winery	Middleburgh Winery
Glenora Wine Cellars	Milea Estate Vineyard
Goose Watch Winery	Millbrook Vineyards & Winery
Grace Tyler Estate Winery	Montezuma Winery
Hazlitt 1852 Vineyards	N Kendall Wines
Heart & Hands Wine Company	New Vines
Helderberg Meadworks	Northern Cross Vineyard
Hermann J. Wiemer Vineyard	Nostrano Vineyards
Heron Hill Winery	Old Tavern Farm Winery
Hillick & Hobbs Estate	Osmote Wine
Home Range Winery	Palmer Vineyards
Hosmer Winery	Paumanok Vineyards
Hunt Country Vineyards	Pellegrini Vineyards
Inspire Moore Winery & Vineyard	Point of the Bluff Vineyard
Jamesport Vineyards	Prejean Winery
JD Wine Cellars	Quartz Rock Vineyard
Johnson Estate Winery	Ravines Wine Cellars
	Red Hook Winery

NYWGF MEMBERS 2022-2023 (CON'T)

WINERIES (CON'T)

Red Newt Cellars	Ten Thousand Vines
RGNY	The Winery at Marjim Manor
Robibero Family Vineyards	Thirsty Owl Wine Company
Rolling Hills Estate Winery	Thorpe Vineyard
Rose Hill Farm	Three Brothers Wineries & Estates
Rose Hill Vineyards	Toast Winery
Royal Wine Corporation	Treleaven Wines
Ryan William Vineyard & Winery	Trestle 31
Sannino Bella Vita Vineyard	Valkyrie Crafted Libations
Schwenk Wine Cellars	Ventosa Vineyards
Seiche Wines & Spirits	Victory View Vineyard
Seminary Hill Orchard & Cidery	Vineyard View Winery
Shalestone Vineyards	Vizcarra Family Vineyards at Becker Farms
Shaw Vineyard	W A Meadwerks
Sheldrake Point Winery	Wagner Vineyards
Silver Thread Vineyard	Weis Vineyards
Six Eighty Cellars	White Hill Vineyard
Sparkling Pointe	Whitecliff Vineyard and Winery
Stever Hill Vineyards	Wild Arc Farm
Stoutridge Vineyard	Willow Creek Winery
Suhru Wines	Wine U Design
Swedish Hill Winery	Wölffer Estate Vineyard
Tabora Vineyards	Young Sommer Winery

BUSINESS PARTNERS

29 Design Studio	Century Enrollment and Benefit Services LLC
Advance Media	Conversational Traveler LLC
American National & Farm Family Insurance	Cornell AgriTech
Arryved Point of Sale	Cultivate FLX
AssuredPartners	Economy Products & Solutions
Bison Bag Co.	Ekos
Bond, Schoeneck & King PLLC	Experience! The Finger Lakes
Camp Good Days Finger Lakes International	Farm Credit East
Wine & Spirits Competition	FLX International LLC

BUSINESS PARTNERS (CON'T)

Four Points Inc.
 Growers Co-op
 Helena Agri-Enterprises LLC
 HR One
 Hudson Valley Wine Magazine
 Imbibe Solutions
 InnoVint, Inc.
 Jenifer Vogt
 Know Your Roots LLC
 Lyons National Bank
 New York Kitchen
 New York State Pollution Prevention Institute

Northeastern Resources LLC
 Nutrien Ag Solutions
 Rising Tide Global
 Saratoga Associates
 Somm Says
 Stork Insurance Agency
 Sun Farmer's Group, LLC.
 This Is Cooperstown
 TLF Graphics
 Traphagen Law PLLC
 Waterloo Container Co.
 Works Design Group



Anthony Road Vineyards
 (Photo by Rima Brindamour)

PRESS MENTIONS

The New York Wines, *Online!* Tasting events and ongoing press pitches throughout the year helped generate several articles and coverage from various media outlets.

1. April 5: [If You Care About What's in Your Wine, It's Time to Pay Attention to the Workers Who Make It](#), VinePair, Kathleen Wilcox.
2. May 10: [Hybrids Gain Traction](#), Elaine Chukan Brown, JancisRobinson.com
3. May 12: [USA East Coast, Summer in New York—2020 Rieslings and More](#), Wine Advocate, Mark Squires.
4. May 13: [27 of the Best Chardonnays for 2022](#), Vinepair. Featuring Macari Chardonnay Estate 2019.
5. May 16: [Long Island, New York](#), Decanter, Charles Curtis. Regional profile.
6. May 20: [Hybrid wines finds its format](#), Wine-Searcher, Kathleen Wilcox. Featuring Chëpika, New York sparkling wine.
7. May 27: [Rosé All May \(and June, and July, and...\)](#), Delectable, Ellen Clifford. Featuring Lenz, Weis, Ryan William.
8. May 20: [Bottle Service](#), Food & Wine – June Issue, Ray Isle. Featuring Hound's Tree, Alex Rosanelli.
9. June 8: [Long Island Wine Producers Link Grape Experimentation to Sustainability](#), Somm TV, Hannah Staab. Featuring Bedell Cellars. Corey Creek, Suhru, and Channing Daughters.
10. June 10: [The 11 Best Rosé Wines to Drink in 2022](#), Liquor.com, Vicki Denig and Prairie Rose. Featuring Macari Vineyards.
11. June 23: [15 Nonalcoholic Wines That'll Let Ya Sip Without the Hangover](#), Cosmopolitan, Corinne Sullivan. Featuring Wölffer Estate.
12. June 27: [How Rosé Became a Lifestyle](#), The New York Times, Alex Williams. Featuring Wölffer Estate.
13. June 30: [New York State Wines: What to Know and 8 Bottles to Try](#), Liquor.com, Vicki Denig.
14. June 30: [18 Top Finger Lakes Wineries to Visit](#), US News/Travel, Amanda Norcross. Recommendations of Finger Lakes wineries to visit, with focus on Riesling.
15. July 1: [Born in the USA](#), Vinohead newsletter, Kristy Wenz. Featuring Wagner Vineyards.
16. July 11: [The Captivating Allure of Canandaigua, New York](#), Forbes, Roger Sands. Profile of

Canandaigua Lake Wine Trail, where to eat, where to stay.

17. July 14: [This 60-year-old winery changed the way America grew grapes](#), Washington Post, Dave McIntyre. Feature on Dr. Konstantin Frank.
18. July 19: [The Best American Sparkling Wines to Try Right Now](#), Pix.com /The Drop, Janice Williams. Mention of Dr. Konstantin, Empire Estate, Buttonwood.
19. July 22: [Cool off with this \\$12 fizzy Portuguese white wine](#), Washington Post, Dave McIntyre. Red Newt Cellars Dry Riesling 2017 recommended and rated as “great value.”
20. August 8: [Treat yourself with one of the 10 best wine tours of 2022](#). 10Best.com, Editors. Featuring Experience! The Finger Lakes - Finger Lakes, New York as #6 on the list.
21. August 9: [Macari Vineyards Rosé 2021, North Fork of Long Island, N.Y.](#), Vinepair, Edward Deitch. Wine review.
22. August 16: [Announcing the Top 100 Wineries of 2022](#). Wine & Spirits Magazine, Editors. Ravines and Hermann J. Wiemer Vineyard included on the annual list.
23. August 16: [The 11 Best Chillable Red Wines for 2022](#), VinePair, Jessica Fields. Vineyards Dos Aguas Red 2019 mentioned on the list, with a score of 88.
24. August 16: [10 Best Finger Lakes Wineries Every Vino Enthusiast Should Visit](#), Reader’s Digest, Katy Spratte Joyce. Overview of the Finger Lakes wine country with reasons to visit.
25. August 26: [Open Road, Vinohead Newsletter](#), Kristy Wenz. Osmote Seneca Lake Riesling 2019 listed as #3 under “What we’re drinking”
26. [The Best American Sparkling Wines to Try Right Now](#)
27. [Cool off with this \\$12 fizzy Portuguese white wine](#)
28. September 16: [The Rise of Riesling](#), Vinohead Newsletter, Kristy Wenz. Ravines Argetsinger Vineyard Dry Riesling 2017 listed as #2 under “What we’re drinking”.
29. September 25: [Quarterback Pinot Styles](#), grapefriend, Alyssa Vitrano. Element Pinot Noir Finger Lakes 2014 included in Pinot Noir lineup.
30. October 21: [You Can Hit ‘Em High](#), Vinohead Newsletter, Kristy Wenz. Terrassen Cabernet Franc 2018 listed as #1 under “What we’re drinking”.
31. October 21: [Steals \\$25 & Under](#), WineSpeed Newsletter, Karen MacNeil. Bully Hill “Sweet Walter” Rosé listed as a steal in newsletter.
32. November 17: [Snag this lively, spicy red for your holiday meal for just \\$12](#), The Washington Post, Dave McIntyre, Keuka Lake Vineyards Dry Riesling 2021 as great value option for Thanksgiving.

33. November 17: [The 50 Best Wines of 2022](#), VinePair, The VinePair Staff, VinePair listed Nathan K. Dry Riesling 2019 as the #5 Best Wine of 2022.
34. November 18: [Picking the Thanksgiving Wine Is the Easy Part](#), The New York Times, Eric Asimov, The New York Times listed Terrassen Finger Lakes Blaufränkisch 2019 and Empire Estate Finger Lakes Dry Riesling 2018 as great additions under \$25 for Thanksgiving.
35. November 29: [With Climate-Consciousness In Mind, Gabriella Macari Is Putting the North Fork on Wine Lovers' Radars](#), VinePair, Pamela Vachon, "Macari spoke with VinePair about helping to raise the stakes in the North Fork — particularly in terms of visibility for the region — leading by example with sustainable farming, and the constant pursuit of excellence."
36. December 2: [The 50 Best Wines Under \\$50 Right Now](#), From Alto Adige to New Zealand, Blomberg.com, Elin McCoy. 2020 Hillick & Hobbs Dry Riesling mention (paywall).
37. December 5: [Sommeliers' Top 10 By-The-Glass Sparkling Wines](#). SevenFifty Daily, Zachary Sussman. Red Tail Ridge Perpetual Change Réserve Perpétuelle Brut Nature NV, Finger Lakes mention.
38. December 8: [Sparkling wine doesn't have to break the bank. Here's what to know](#). Dave McIntyre, Washington Post. Hermann J. Wiemer mention.
39. December 11: [Some of the best Finger Lakes sparkling wines to make the holidays sparkle](#). 14850 Magazine, Marina Copeland. Dr. Konstantin Frank, Damiani, Sheldrake Point, Buttonwood, Weis Vineyards mention.
40. January 10: [Discovering Long Island](#), Decanter, Lauren Mowery. Featuring Paumanok, Macari Vineyards, Rose Hill, McCalli Wines, Sparkling Pointe Vineyards, Croteaux Vineyards
41. January 25: [The 30 Best White Wines for 2023](#), Vinepair, Keith Beavers. Mention of Macari Vineyards, Nathan Kendall Wines.
42. February 9: [Great Wines in the Shadow of the City](#), W. Blake Gray, Wine Searcher. Feature coverage of Long Island wines including RGNV, Channing Daughters, Palmer, Lieb Cellars. A result of separate media mailer initiative in direct partnership with LIWC.
43. February 22: [6 White Wines From the Finger Lakes \(That Aren't Riesling\)](#), Edward Deitch, Vine Pair. Mention of Glenora Wine Cellars, Lakewood Vineyards, Billsboro Winery, Dr. Konstantin, Buttonwood, Anthony Road.
44. February 28: [Sure Bets for \\$40 or less](#), Editors (Bruce Sanderson, Tim Fish, MaryAnn Worobiec, Alison Napjus, Aaron Romano, Kristen Bieler), Wine Spectator. Coverage including Hermann J. Wiemer, Ravines, Red Newt.
45. March 8: [10 of the Best Red Wines From the Finger Lakes](#), Edward Deitch, VinePair. Mention of Dr. Konstantin Frank, Wagner Vineyards, Weis Vineyards, Fox Run Vineyards,

Lakewood Vineyards, and more.

46. March 17: [25 of the Best Pinot Noirs for 2023](#), VinePair Staff, Vinepair. Mention of Weis Vineyards and Buttonwood Grove Winery.
47. March 21: [Sipping The Finger Lakes: A Tour Of The Region's 10 Must-Try Wines & Brews](#), Reena Jain, TheTravel.com. Feature coverage of top wineries, vineyards, and breweries to visit in the Finger Lakes, including Sheldrake Point Winery, Hermann J. Wiemer, Wagner Vineyards Estate Winery, Lamoreaux Landing Wine Cellars, Three Brothers Wineries & Estates, Ravines Wine Cellars, and Dr. Konstantin Frank.
48. March 23: [International Riesling Day: American Style](#), Clive Pursehouse, Decanter. Feature coverage of Rieslings from around the world. Keuka Lake and Dr. Konstantin Frank highlighted in article.
49. April Edition: [Carbon Emission Reduction Strategies for Wineries and Vineyards](#), Lyn Archer, Wine Business Monthly. Interview with Paul Brock of Silver Thread Vineyards included in cover story on carbon sequestration.

Boldly, NY.

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