# NEW YORK WINE & GRAPE FOUNDATION

## TABLE OF CONTENTS

### INTRODUCTION

- Executive Director Message 2
- NYWGF: A Public-Private Partnership 4
- New York Wines in the Press 5

### PROMOTION

- Membership 2022-2023 6
- Business Development 8
- B.E.V. NY Conference 8
- Winery Benchmarks 8
- Mini-Grants 9
- Educational Webinars 9
- TiPS Training 10
- Domestic Marketing 10
- Backyard Trade Missions 10
- New York on the Road 12
- Summer Trade Tour 12
- International Wine Center Seminar 12
- Consumer Tasting 13
- New York Wines, Online! 13
- GuildSomm E-Learning 13
- Grower Podcast Series 14
- Wine Folly New York Region Guide 14
- New York Reference Guide Seminars 15
- New York Wine Classic Awards 15
- Marketing Toolkit Development 16
- Decanter Media Partnership 16
- Content Development 17
- International Marketing 17
- New York Sustainable Winegrowing 18

### RESEARCH

- Research Program 20
- Research Projects 2022-2023 21

### APPENDICES

1. Organizational Structure 22
2. Consultants and Outside Contracts 23
3. NYWGF Members 26
4. Press Mentions 30
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

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.


### 2022-2023 Fiscal Year

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Spent on Promotion</td>
<td>$2,240,611</td>
</tr>
<tr>
<td>Total Spent on Research</td>
<td>$624,400</td>
</tr>
</tbody>
</table>

Nostrano Vineyards, Milton, NY
(Photo by Rima Brindamour)
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 “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 for 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.
## RESEARCH PROJECTS AWARDED 2022-2023

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

**Subtotal Viticulture Projects** $366,658

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Enology Topics</th>
<th>Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mansfield</td>
<td>Hybrid Red Wine Color:consumer perception and hydrolysable tannin stabilization</td>
<td>$22,277</td>
</tr>
<tr>
<td>Sacks</td>
<td>Expanding the range of rapid analysis approaches to semi-polar volatiles and non-volatile precursors in grapes</td>
<td>$150,876</td>
</tr>
<tr>
<td>Sacks</td>
<td>Validating accelerated testing for predicting maximum SO2 concentrations in canned wines</td>
<td>$53,672</td>
</tr>
<tr>
<td>Sacks</td>
<td>Anticorrosive food ingredients to address the challenges of &quot;Hard to Hold&quot; canned alcoholic beverages</td>
<td>$94,953</td>
</tr>
</tbody>
</table>

**Subtotal Enology Projects** $321,778

**Total Awarded Research** $688,436
ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

Charlie Marshall, Chairman
The Marshall

Mike Colizzi, Vice Chair
Kashong Glen Vineyards

Katie Roller, Secretary
Opici Upstate & Metro NY

Philip Gelsomino, Treasurer
Gelsomino & Co. CPA

Kwaw Amos
Gotham Winery

Mark Amidon
National Grape Cooperative Association

Michael Brooks
Bed-Vyne Wine & Spirits

Oskar Bynke
Hermann J Wiemer Vineyard

Matt Doyle
Doyle Vineyard Management

Stefan Fleming
Empire State Development

Nicole Leblond
Department of Agriculture & Markets

Jan Nyrop
Cornell AgriTech

Bob Madill
RJM Consulting

Anna Katherine Mansfield
Cornell AgriTech

Ami Opisso
Lieb Cellars

Linda Purdy
Pendleton Farms

Dominick Purnomo
Yono's

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.

<table>
<thead>
<tr>
<th>Consultant/Service Provider (Project)</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adirondack Diversity Solutions (Contract for DEI consulting services and BEV speaker fees)</td>
<td>$14,250</td>
</tr>
<tr>
<td>Advance Local Events (Contract for planning svc for BEVNY2023)</td>
<td>$20,000</td>
</tr>
<tr>
<td>A &amp; M Consulting and Communications Inc. (FAS Market Access Program/ATP LCBO program consultant)</td>
<td>$46,910</td>
</tr>
<tr>
<td>Asahi Agency (FAS Market Access Program; export program consultant)</td>
<td>$35,705</td>
</tr>
<tr>
<td>B Cause Marketing Inc./Born Collective (Contract for Global and Sustainability marketing plans)</td>
<td>$167,500</td>
</tr>
<tr>
<td>Chris Becker (Contract for Sustainability pesticide policy update work)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Dan Belmont (Contract for content creation svc/webinar host and NY wine guide update)</td>
<td>$33,780</td>
</tr>
<tr>
<td>Bottle books (Contract for online data collection and distribution service for MAP program)</td>
<td>$6,565</td>
</tr>
<tr>
<td>Elaine Brown (Contract for speaker svc at BEV2023)</td>
<td>$5,500</td>
</tr>
<tr>
<td>Bryant Christie Inc. (FAS Market Access Program; export program management consultant)</td>
<td>$82,700</td>
</tr>
<tr>
<td>Cornell University &amp; Cooperative Extension offices statewide (For Viticulture and Enology research projects, Wine Lab, Sustainability and BEV NY)</td>
<td>$665,216</td>
</tr>
<tr>
<td>Crafting a Brand (Contract for webinar host svc)</td>
<td>$1,400</td>
</tr>
<tr>
<td>DTC Wine/Sandra Hess (Contract for webinar host svc)</td>
<td>$1,250</td>
</tr>
<tr>
<td>Enolytics/Cathy Hughes (Contract for webinar host svc)</td>
<td>$750</td>
</tr>
<tr>
<td>Farm Credit East (Contract for winery benchmark svc)</td>
<td>$5,600</td>
</tr>
<tr>
<td>Consultant/Service Provider (Project)</td>
<td>Commitment</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Finger Lakes Economic Development Council</td>
<td>$21,200</td>
</tr>
<tr>
<td>(Contract for NYWGF office space)</td>
<td></td>
</tr>
<tr>
<td>FLX International LLC</td>
<td>$30,000</td>
</tr>
<tr>
<td>(FAS Market Access Program; export program consultant)</td>
<td></td>
</tr>
<tr>
<td>Folly Enterprises US</td>
<td>$750</td>
</tr>
<tr>
<td>(Contract for speaker svc/David Guzman at BEV2023)</td>
<td></td>
</tr>
<tr>
<td>Lawrence Francis</td>
<td>$8,964</td>
</tr>
<tr>
<td>(Contract for services to create grower podcast service)</td>
<td></td>
</tr>
<tr>
<td>Jaime Goode</td>
<td>$2,250</td>
</tr>
<tr>
<td>(Contract for speaker svc at BEV2023)</td>
<td></td>
</tr>
<tr>
<td>Mary Gorman-McAdams</td>
<td>$2,000</td>
</tr>
<tr>
<td>(Contract for speaker svc at BEV2023)</td>
<td></td>
</tr>
<tr>
<td>HROne</td>
<td>$4,419</td>
</tr>
<tr>
<td>(Contract for HR services, mandatory trainings, payroll svc)</td>
<td></td>
</tr>
<tr>
<td>Heveron &amp; Company CPAs</td>
<td>$7,675</td>
</tr>
<tr>
<td>(Contract for annual audit services)</td>
<td></td>
</tr>
<tr>
<td>Maiah Johnson Dunn</td>
<td>$2,000</td>
</tr>
<tr>
<td>(Contract for content creation services and BEV23 speaker fee)</td>
<td></td>
</tr>
<tr>
<td>Megan Johnston</td>
<td>$4,550</td>
</tr>
<tr>
<td>(Contract for professional development svc for staff)</td>
<td></td>
</tr>
<tr>
<td>Karen MacNeil &amp; Company LLC</td>
<td>$6,000</td>
</tr>
<tr>
<td>(Contract for speaker svc for NY Wine Classic 2022)</td>
<td></td>
</tr>
<tr>
<td>Valerie Kathawala</td>
<td>$2,188</td>
</tr>
<tr>
<td>(Contract for content creation services)</td>
<td></td>
</tr>
<tr>
<td>Ketchin Sales &amp; Marketing</td>
<td>$67,328</td>
</tr>
<tr>
<td>(FAS Market Access Program; export program consultant for Canada)</td>
<td></td>
</tr>
<tr>
<td>Bob Madill</td>
<td>$3,875</td>
</tr>
<tr>
<td>(Contract for host svc fee)</td>
<td></td>
</tr>
<tr>
<td>Marriott Syracuse Downtown</td>
<td>$75,130</td>
</tr>
<tr>
<td>(Contract to host BEV2023 event)</td>
<td></td>
</tr>
<tr>
<td>Tim Martinson</td>
<td>$16,100</td>
</tr>
<tr>
<td>(Contract for Sustainability farm inspection services)</td>
<td></td>
</tr>
<tr>
<td>Nixon Peabody</td>
<td>$2,635</td>
</tr>
<tr>
<td>(Contract for legal services)</td>
<td></td>
</tr>
<tr>
<td>NYCON</td>
<td>$5,783</td>
</tr>
<tr>
<td>(Contract for strategic planning services for NYWGF board)</td>
<td></td>
</tr>
<tr>
<td>O’Donnell Lane</td>
<td>$118,451</td>
</tr>
<tr>
<td>(Consultant svc for domestic program and events)</td>
<td></td>
</tr>
<tr>
<td>Consultant/Service Provider (Project)</td>
<td>Commitment</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Pennsylvania State University (For Viticulture research projects)</td>
<td>$38,451</td>
</tr>
<tr>
<td>Christina Pickard (Contract for BEVNY2023 speaker svc)</td>
<td>$1,000</td>
</tr>
<tr>
<td>R&amp;R Teamwork/Think Drink Global (FAS Market Access Program consultant)</td>
<td>$155,992</td>
</tr>
<tr>
<td>Ben Salisbury (Contract for webinar hosting and speaker svc at BEV2023)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Robin Shreeves (Contract for content creation services)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Sawtooth Vineyard Mgmt &amp; Consulting/Chris King (Contract for Sustainability farm inspection services)</td>
<td>$14,898</td>
</tr>
<tr>
<td>SCT Computers (Contract for monthly maintenance, managed services etc.)</td>
<td>$1,579</td>
</tr>
<tr>
<td>Thinking Outside the Bottle (Contract for content creation svc)</td>
<td>$2,600</td>
</tr>
<tr>
<td>Traphagen Law PLLC (Consulting Service for Sustainability trademark application)</td>
<td>$10,158</td>
</tr>
<tr>
<td>Visual Technologies (Contract for tech support and live stream at BEV2023)</td>
<td>$21,443</td>
</tr>
<tr>
<td>Kathleen Wilcox LLC (Contract for content creation services)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wine Folly (Contract for NY regional guide)</td>
<td>$30,000</td>
</tr>
<tr>
<td>Winship Media/Crush (Contract for consulting services/event management for BEV NY2022)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Wise Academy (Contract for capacity building webinar svc)</td>
<td>$8,905</td>
</tr>
<tr>
<td><strong>Total Consultants and Outside Contracts</strong></td>
<td><strong>$1,768,450</strong></td>
</tr>
</tbody>
</table>
# NYWGF Members 2022-2023

## Grape Growers

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

## Wineries

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Gust of Sun</td>
<td>Belhurst Estate Winery</td>
</tr>
<tr>
<td>Adirondack Winery</td>
<td>Benmarl Winery</td>
</tr>
<tr>
<td>Airy Acres Vineyard</td>
<td>Bet the Farm Inc.</td>
</tr>
<tr>
<td>Anthony Road Wine Company</td>
<td>Billsboro Winery</td>
</tr>
<tr>
<td>Anyela's Vineyards</td>
<td>Black Diamond Farm &amp; Cider</td>
</tr>
<tr>
<td>Applewood Winery</td>
<td>Black Willow Winery</td>
</tr>
<tr>
<td>Arbor Hill Grapery &amp; Winery</td>
<td>Boundary Breaks</td>
</tr>
<tr>
<td>Atwater Vineyards</td>
<td>Bregg Winery Inc</td>
</tr>
<tr>
<td>Baiting Hollow Farm Vineyard</td>
<td>Bright Leaf Winery</td>
</tr>
<tr>
<td>Baldwin Vineyards</td>
<td>Brotherhood, America's Oldest Winery</td>
</tr>
<tr>
<td>Barnstormer Winery</td>
<td>Bully Hill Vineyards, Inc.</td>
</tr>
<tr>
<td>Barrington Cellars</td>
<td>Buttonwood Grove Winery</td>
</tr>
</tbody>
</table>
WINERIES (CON'T)

Canandaigua Wine Company
Casa Larga Vineyards
Caywood Vineyards
Channing Daughters Winery
Chateau LaFayette Reneau
Chateau Niagara Winery
CJS Vineyards
CK Cellars, LLC
Clearview Vineyard
Clinton Vineyards
Clover Pond Vineyard
Colloca Estate Winery
Coyote Moon Vineyards
Damiani Wine Cellars
Dr. Frank Wine Cellars
Element Winery
FLCC Viticulture & Wine Technology Corporation
Forge Cellars
Four Maples Vineyard & Winery
Fox Run Vineyards
Frontenac Point Vineyard & Estate Winery
Fulkerson Winery
Galway Rock Vineyard & Winery
Glenora Wine Cellars
Goose Watch Winery
Grace Tyler Estate Winery
Hazlitt 1852 Vineyards
Heart & Hands Wine Company
Helderberg Meadworks
Hermann J. Wiemer Vineyard
Heron Hill Winery
Hillick & Hobbs Estate
Home Range Winery
Hosmer Winery
Hunt Country Vineyards
Inspire Moore Winery & Vineyard
Jamesport Vineyards
JD Wine Cellars
Johnson Estate Winery
Kelloggsville Farm Winery
Kemmeter Wines
Keuka Lake Vineyards
Keuka Spring Vineyards
Knapp Winery
Kontokosta Winery
Lakeland Winery
Lakewood Vineyards
Lamoreaux Landing Wine Cellars
Lashbrook Farm
Lenz Winery
Leonard Oakes Estate Winery
Liberty Vineyards & Winery
Lieb Cellars & Bridge Lane Wine
Living Roots Wine & Company
Lucas Vineyards
Macari Vineyards
Mazzanini Farm Winery
Mazza Chautauqua Cellars
McCall Wines
McGregor Vineyard
Meadowdale Winery
Middleburgh Winery
Milea Estate Vineyard
Millbrook Vineyards & Winery
Montezuma Winery
N Kendall Wines
New Vines
Northern Cross Vineyard
Nostrano Vineyards
Old Tavern Farm Winery
Osmote Wine
Palmer Vineyards
Paumanok Vineyards
Pellegrini Vineyards
Point of the Bluff Vineyard
Prejean Winery
Quartz Rock Vineyard
Ravines Wine Cellars
Red Hook Winery
APPENDIX 3

NYWGF MEMBERS 2022-2023 (CON'T)

WINERIES (CON'T)

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

BUSINESS PARTNERS

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


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.


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


30. October 21: You Can Hit ‘Em High, Vinohead Newsletter, Kristy Wenz. Terrassen Cabernet Franc 2018 listed as #1 under “What we’re drinking”.


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.”


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.


42. February 9: Great Wines in the Shadow of the City, W. Blake Gray, Wine Searcher. Feature coverage of Long Island wines including RGNY, Channing Daughters, Palmer, Lieb Cellars. A result of separate media mailer initiative in direct partnership with LIWC.


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.


Boldly, NY.

www.newyorkwines.org

New York Wine & Grape Foundation
One Keuka Business Park, Suite #208
Penn Yan, New York 14527
(315) 924-3700 | info@newyorkwines.org