

Choose **boldly**

It's easy to choose the well-trodden aisles and the "been there, had that."

It's safe to opt for the hot valleys, the famous regions, and the bigger-the-better in the glass.

It's simple to reach for the imported labels and the hard to pronounce vineyards.

A bolder choice is the less beaten path. One that leads to the lesser known and the yet to be discovered.

A bolder choice is small wineries with the know-how and the spirit to turn a cool climate into something elegant, friendly, and approachable—varieties that pair with food instead of wrestling it into submission.

A bolder choice is not wine with centuries of rules but varieties that are sought after by new generations of enthusiasts. Young, exciting, and adventurous—both wine and drinker alike.

Deep roots and fresh ground

There's a long tradition of winemaking in New York. In fact, the oldest winery in the United States is in our state. But there is also fresh thinking and innovation growing everywhere, particularly in the area of Sustainable Winegrowing. Sustainability is:

A growing movement—Our state is on the forefront of sustainability. New York is a leader in producing sustainably grown wines of amazing range.

Family-focused—New York is populated with small family farms and wineries that are a throwback to the way the best wines have always been made. They're free to experiment, eager to innovate, and doing things that the conglomerates can only look at with envy.

Protecting our industry—Because the New York wine industry is dominated by family farms, owners have eagerly accepted sustainability practices that will help to safeguard the land for future generations.

Making great wine even greater—Sustainable practices—faithfully followed—enhance the wine that you enjoy from New York, making sustainably grown wines even better.

For more about New York wines and our diverse winemaking regions, visit newyorkwines.org

And for more enjoyment at your next meal or gathering, choose boldly and choose a New York wine.



NEW YORK WINES

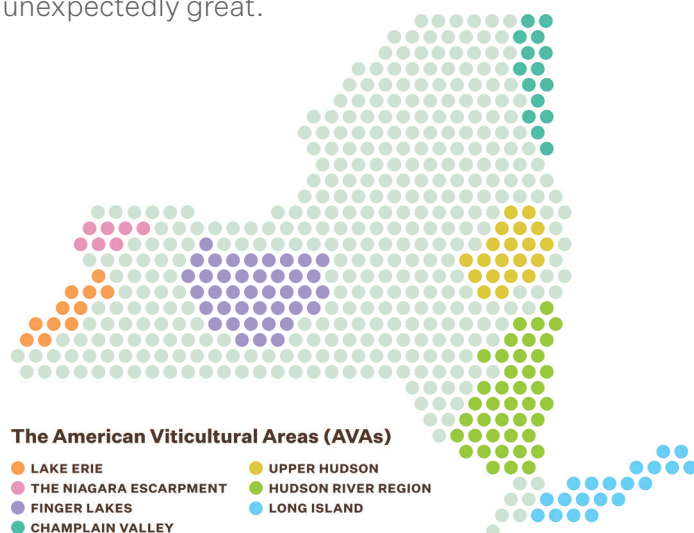
**Boldly,
NY.**



A bolder choice

We're different... than people expect

New York is different. People might not know that in one corner, we're surrounded by the ocean. In another, we overlook two Great Lakes. In the middle, we're home to lakes that are great not in size but in depth and in beauty. We're cold and crisp. We're breezy and warm. And no two regions are exactly alike. That makes wine of infinite variety that people will find to be unexpectedly great.



Diversity like no other place

New York makes quality wines from more grape varieties than almost any wine region in the world. Across the Empire State, there are 35,000 vineyard acres (14,164 hectares) growing a tremendous variety of grapes.

Concord (native red)—New York's most widely planted grape variety with over 18,000 acres (7,285 hectares).

Catawba (native white)—the second most widely planted and the leading white variety with 1,200 acres (486 hectares).

Riesling (vinifera white)—leads the *Vitis vinifera* varieties with 1,000 acres (405 hectares), mostly in the Finger Lakes.

Chardonnay (vinifera white)—a close second with 865 acres (350 hectares) and found in most regions in the state.

Merlot (vinifera red)—our most widely planted *vinifera* red with 763 acres (309 hectares) centered on Long Island and in the Finger Lakes.

Cabernet Franc (vinifera red)—rapidly becoming one of New York's signature reds with 500 acres (202 hectares) across the state.

What it means to be cool

Even with all of our diversity, New York is a cool climate winegrowing region across the entire state. Different areas are moderated by different bodies of water and weather conditions, but universally, New York is making world-renowned cool climate wines that are:

Lower alcohol—Slower ripening grapes means less sugar to turn into alcohol during fermentation. That results, a bit surprisingly to some, in drier wines with lighter body.

Higher acidity—The shorter ripening season results in higher acidity in the finished wine, yielding a tart taste that many people find refreshing.

Food friendly—The combination of those two characteristics complement food instead of overpowering it.

Vitis vinifera

While New York has a tradition of growing native and hybrid grapes, there is an ongoing shift to planting more *Vitis vinifera*, the grapes that produce the most sought-after and age-worthy wines.

3rd largest

New York is the third largest wine-producing state after California and Washington.