



**NEW YORK
WINES**



The American Viticultural Areas (AVAs)

- LAKE ERIE
- THE NIAGARA ESCARPMENT
- FINGER LAKES
- CHAMPLAIN VALLEY
- UPPER HUDSON
- HUDSON RIVER REGION
- LONG ISLAND

Why **New York?**

With a world of choices, why would someone choose a New York State wine over seemingly more well-known wines and regions? If we all answer with a consistent bold response, we'll replace that question with...

Of course, New York!

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...and 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 (359 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.

3rd largest

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

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.

What it means to be **cool**

Even with all our diversity, New York is a cool climate winegrowing region across the entire state. Different viticultural 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 and refreshing taste that many people find refreshing.

Food friendly—The combination of lower alcohol and higher acidity results in wine that complements food instead of overpowers it.

What it means to be **bold**

New York makes bold wines—and wines that you would describe as anything but. However, our choices and our attitude are always bold:

Boldly, Evolving

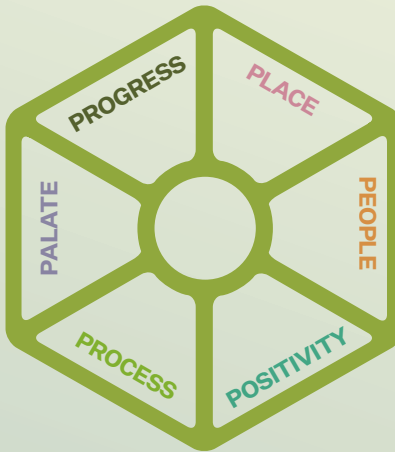
We're breaking new ground, changing the conversation, advancing the science, and creating modern traditions.

Boldly, Nuanced

Our wines intrigue, inspire, satisfy, and surprise with nuances and layered flavors—creating something for everyone.

Boldly, Open

We embrace different perspectives spanning old-world to new-world, with a unique freedom to pursue them all.



Boldly, Diverse

We're among the world's most diverse and beautiful growing regions.

Boldly, Rooted

Passionate winemakers chose to plant their roots in New York with a commitment to both craft and community.

Boldly, Purposeful

We're determined to safeguard our future—taking the steps to make a positive impact environmentally, economically, and socially.

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 at 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.

Water, water everywhere

Across New York, bodies of water moderate temperatures and impact the varieties that grow well in their vicinities. These bodies of water vary in size and depth from Long Island Sound to two great lakes to a handful of Finger Lakes to smaller lakes and rivers.

Not so common ground

There is no "New York soil." Even within a single vineyard, soil conditions can vary greatly. While the soil isn't uniform, much of it drains well and is uncommonly good for growing grapes with a distinctive terroir.

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. For more about New York wines and our AVAs, visit newyorkwines.org

**Boldly,
NY.**