



New York Wine & Grape Foundation
Brand Guidelines

AUGUST 2023



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

Unique.Unified.

We are a unique group of individuals, but we are a unified group in the industry.

We do different things, but we do the same thing.

We are individually innovative and collective challengers of the status quo.

**And we are guided by a brand that is a reflection of who we are, unique and unified at the same time—
able to support individual identities but joined together in spirit...and against the doubters.**



PART ONE:

Boldly, NY.

Boldly, NY.

An attitude. An umbrella. A Foundation.

If there is a chief characteristic of New York wines, it is our diversity. We are distinct winegrowing regions. We are unique winemakers with innovative ideas. We are different businesses owned by families with roots in many nations, not large entities run by multinational corporations.

And yet there are things that unite us. Our cool climate is one. Despite our microclimates, we're all ripening grapes and practicing our craft in a climate others thought wasn't conducive to fine wines. Our nonconformist attitude is another. Just taste a few vintages from across the state for proof that we don't listen to the naysayers, the followers, or the faint of heart.

And our brand is the thing that captures it all. Boldly, NY. is the living manifestation of where we came from, what we stand for, and where we're headed. And it will continue to represent us as New York wine continues to soar.





The audience

The primary audience for the Boldly, NY. brand is the wine industry and its various constituents. This group includes growers, wineries, retailers, wholesalers, media, restaurants, and others.

The role it plays

Boldly, NY. serves as the umbrella brand for New York State's wine industry. In that role, it is the outward manifestation of the New York Wine & Grape Foundation and the unifying element for the programs and activities that NYWGF presents.

New York Wine & Grape Foundation

Boldly, NY. is the brand of the New York Wine & Grape Foundation. In communications from NYWGF—from the website to webinars to emails—if a deliverable or tactic comes from NYWGF to its constituents, it should be part of the Boldly, NY. brand and follow its guidelines.

While we are not insulating Boldly, NY. from the consumer audience, it was developed to describe and capture the wine industry in New York, and it is best suited for those affiliated audiences.

To follow are examples of how the brand guides a communication from NYWGF to its members.

Presenting Sponsor

Boldly, NY. serves as the unifying element for the programs, events, and awards—such as the New York Wine Classic, the New York Sustainable Winegrowing Program, and the New York Wines Export Program—that are presented by NYWGF. Each of these is likely to have an identity of its own that will be inspired by the Boldly, NY. brand elements. Given that origin and pedigree, their unique identities should feel like offspring of the parent brand.

But like a good parent as their progenies venture out into the world, they should be present but in a supporting role—having supplied their DNA and having a vested interest in their success.

To follow is an example of how the brand supports some of the Foundation's programs and events.

The rules of the road

The following sections outline the nature of and usage rules around the various brand elements that make up Boldly, NY.

BRAND ESSENCE

**For the curious, the open-minded,
and the adventurous, we are Boldly, NY.:
where bravery creates opportunity;
ingenuity redefines our industry;
and diversity showcases
our distinction. Where together,
we create wines and experiences
that surprise, intrigue, and satisfy.**

BRAND VOICE

**Passionate
Inventive
Bold
Decisive
Witty
Inspired**

Manifesto

Boldly, NY.

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

But we didn't ask for approval

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

We were never supposed to make it big

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

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

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

Instead of following centuries of tradition, rituals, or rules

We are redefining quality, tastes, and experiences

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

Our future is not in algorithms

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

It's for the people, by the people

Our collaborative ethos is irreverent in and of itself

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

A family, and we believe in what we do

Logo refinement

THE BOLDLY, NY. LOGO HAS EVOLVED TO BE MORE MODERN,
PRODUCTION FRIENDLY, AND HAVE A BOLDER ATTITUDE.

ORIGINAL LOGO



EVOLVED LOGO



— MODERN SHAPE

— LESS DELICATE FONT
FOR BETTER LEGIBILITY

— BRIGHT COLORED BOLDER FONT

— LARGER URL

Primary logo

THE BOLDLY, NY. LOGO COMES IN A VARIETY OF BRAND COLORS,
WITH AND WITHOUT THE URL.

PRIMARY LOGO
WITH URL
(VERTICAL LOGO)



PRIMARY LOGO
WITHOUT URL
(VERTICAL LOGO)



FOR USE ON LIGHT BACKGROUNDS



FOR USE ON DARK BACKGROUNDS

Secondary logos

THE BOLDLY, NY. LOGO HAS A HORIZONTAL VERSION OF THE LOGO WITH AND WITHOUT THE URL TO USE WHEN SPACE WARRANTS.










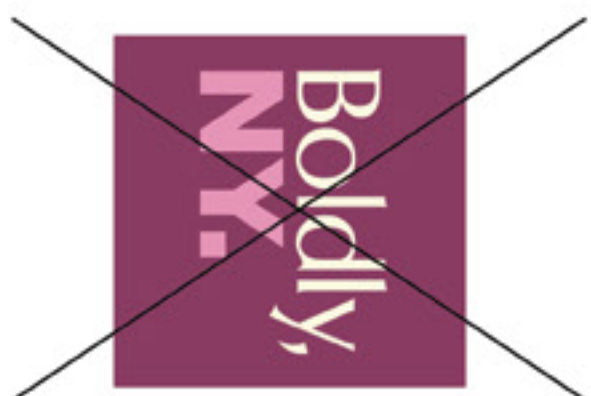

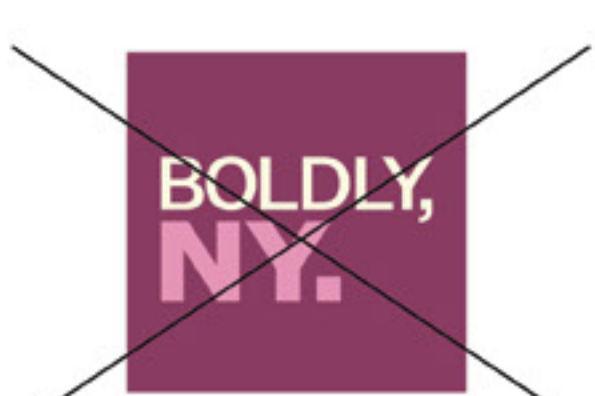


FOR USE ON LIGHT BACKGROUNDS



FOR USE ON DARK BACKGROUNDS

Logo usage

THE BOLDLY, NY. LOGO SHOULD BE USED WITH INTEGRITY. DO NOT ALTER THE LOGO AND MAKE SURE IT IS READABLE AND USED IN THE CORRECT COLOR, FONT, PROPORTION, AND POSITION.

DO NOT CHANGE THE LOGO COLOR			DO NOT CHANGE THE TYPE POSITION		
DO NOT STRETCH OR CONDENSE THE LOGO			DO NOT ANGLE THE LOGO		
DO NOT CHANGE THE LOGO FONT			DO NOT PUT THE TYPE IN OTHER SHAPES		

Photography



VINEYARDS



FOOD PAIRING



GRAPES



SOCIALIZING



PEOPLE

Typography

Exemplar Pro and Untitled Sans are two primary fonts of the Boldly, NY. brand. Different in feeling, they each call attention to different aspects of the brand. Exemplar Pro can be used as the headline or subhead font, but should not be used for smaller body copy. Untitled Sans should be used for subheads or body copy and, depending on the piece being created, can be used for headlines. The mixing of the two fonts in headlines can also be done to bring attention to the traditional and modern sides of the brand and of the wine industry in New York.

EXEMPLAR PRO

Inspired by the beauty and perfection of several typefaces and the art of calligraphy, Exemplar is a typeface that is traditional yet unconventional, a balanced combination that feels both old and new. The font family consists of four different weights in both Roman and Italic.

LIGHT	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
REGULAR	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
BOLD	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
EXTRA BOLD	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>

UNTITLED SANS

A neo-grotesque typeface purposefully designed to look like a “quotidian, common-looking typeface” with no discerning characteristics. It offers a clean, simple, modern feel. The font family consists of five different weights in both Roman and Italic.

LIGHT	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
REGULAR	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
MEDIUM	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
BOLD	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>
BLACK	AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz <i>AaBbCcDdEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvQqRrSsTtUuVvWwXxYyZz</i>

Colors

Inspired by nature and grape growing, the color palette offers both rich and pale earth tones mixed with some bold and bright complementary colors.

WARM WHITE

CMYK	C1 M0 Y13 K0
RGB	R255 G251 B224
PANTONE	PMS 9060
HEX#	ffffe0

MORNING MIST

CMYK	C18 M4 Y18 K0
RGB	R208 G224 B211
PANTONE	PMS 4176
HEX#	d0e0d3

VINE SOIL

CMYK	C31 M51 Y59 K8
RGB	R169 G124 B103
PANTONE	PMS 7504
HEX#	a97c67

WET VINE SOIL

CMYK	C41 M58 Y66 K24
RGB	R130 G95 B78
PANTONE	PMS 7518
HEX#	825f4e

DEEP OLIVE

CMYK	C60 M40 Y90 K25
RGB	R96 G107 B56
PANTONE	PMS 5763
HEX#	606b38

RIPE GRAPE

CMYK	C43 M87 Y39 K16
RGB	R138 G59 B97
PANTONE	PMS 4095
HEX#	8a3b61

GREEN GRAPE

CMYK	C45 M0 Y100 K0
RGB	R154 G202 B60
PANTONE	PMS 2292
HEX#	9aca3c

SUNSET

CMYK	C5 M50 Y5 K0
RGB	R231 G149 B183
PANTONE	PMS 507
HEX#	e795b7



Boldly, NY.

BECOME A BUSINESS PARTNER

Partnership opportunities are available to businesses that share our commitment and offer value to the winery and grower community.



OUR MISSION

The New York Wine & Grape Foundation supports the wine and grape industries through a wide range of marketing, research, and educational programming, as well as cost saving subsidies. Business Partners have the opportunity to connect with New York State wineries and grape growers in a variety of ways, including advertising, sponsorships, webinars, and more.

Learn more at newyorkwines.org/partner

(315) 924-3700 | info@newyorkwines.org

PARTNER BENEFITS

CONNECT WITH OUR AUDIENCE

Get listed in our online business directory, and receive a weekly email blast to our members.

Boldly, NY.

Create content for your business and reach a wider audience.

BECOME A WINERY MEMBER

NYWGF is dedicated to telling the amazing story of New York's wineries and growers, and to improving your ability to succeed in today's changing business reality.



"With the New York Wine & Grape Foundation I see an ally that reflects our industry in all the best ways. And by that I don't only mean representing us locally. Rather, I mean that the Foundation shares the same passion, hard work, and energy in their work that all of us put into pushing our own wines forward."

Kelby James Russell
Winemaker, Red Heart Cellars

(315) 924-3700 | info@newyorkwines.org | www.newyorkwines.org

Boldly, NY.

NEW YORK SUSTAINABLE WINEGROWING

Advancing the environmental, social, and economic sustainability of New York's wine and grape industry.



NEW YORK SUSTAINABLE WINEGROWING

PROGRAM OBJECTIVES

- To promote the use of practices that reduce reliance on off-farm inputs.
- To build regenerative, and conserve healthy soils for future generations.
- To improve energy efficiency and reduce greenhouse gas emissions.
- To encourage healthy ecosystems, biodiversity, and wildlife habitat.
- To protect surrounding reservoirs and waterways from pollutants.
- To conserve natural resources, reduce waste streams, and recycle.
- To increase climate resiliency and promote smart farming.
- To provide education and pathways for continuous improvement.
- To create a socially equitable and economically viable industry.

LOOK FOR THE TRUSTMARK

newyorkwines.org/sustainability

CHOOSE YOUR TIER

TIER 1 BASIC BUSINESS SUPPORT

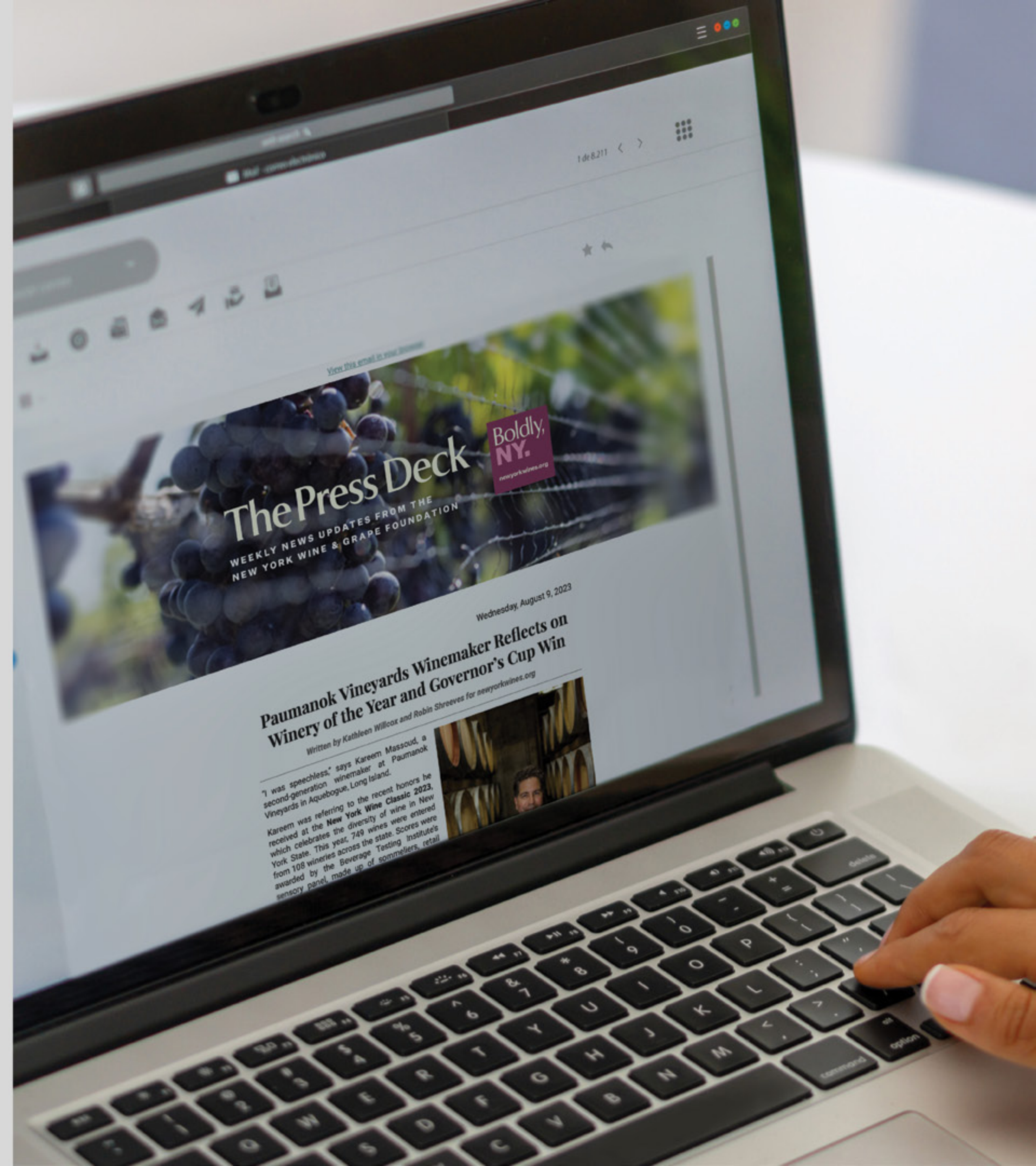
Benefits include money saving discounts and subsidies, and access to a variety of basic webinars.

TIER 2 CAPACITY BUILDING RESOURCES

Access to enhanced webinars on topics like DTC strategies, website development, digital metrics, and website building.

TIER 3 DOMESTIC MARKETING PROGRAM

Connect directly with influential members of the trade and media through marketing opportunities and events.





Tier 3 Membership

IMPORTANT NEWS FOR WINERIES
LOOKING TO EXPAND THEIR
TRADE, MEDIA, AND CONSUMER BASE



Tuesday, August 1, 2023

BENEFITS SPOTLIGHT

CAPACITY BUILDING: WHAT IT IS & WHY IT MATTERS

Capacity Building is a measurable improvement in your ability to fulfill your business goals through a blend of sound management, critical skill development, and dedication to assessing and achieving results. Your Tier 3 Membership provides online webinars and workshops that give you access to experts on marketing, financial compliance, tax issues, best-in-class business practices, design, and much, much more. Each session is recorded and can be accessed via your Tier 3 Member content channel. Popular topics include:



An investment in your future strength and capability.

Financial

- Crop Loss, Now What? How a Crop Insurance Policy Reacts After a Loss
- Grant Funding Opportunities Available to NY's Wineries & Growers
- NYSEG + National Grid Grant Opportunities for Brand Enhancement, Marketing & More
- Key Partners & Programs to Support Winery and Vineyard Growth
- Year-End Tax Planning Update



The process of developing your strength and sustainability which is essential for your winery's health and longevity.

Marketing & Sales

- Social Media + SEO for Wineries: Get Found, Connect, Increase Wine Sales
- How to Optimize Your Winery Website Sales
- Building Your Winery's Corporate Holiday Gift Program
- DTC Metrics & Management Intensive
- Leveraging Brand to Attract & Retain Wine Enthusiasts

Sustainability

- New York Sustainable Winegrowing Vineyard Certification
- NY Sustainable Vineyard Farming: Agrichemical Handling Facilities
- Managing Pesticide Drift in Vineyards & Pesticide Recordkeeping

[ACCESS YOUR TIER 3 MEMBER CONTENT HERE](#)

CAPACITY BUILDING

The New York Wine & Grape Foundation is pleased to continue our partnership with the WISE (Wine Industry Sales Education) Academy to include a 15% discount for all NYWGF Members on any live course (or series) on the WISE Academy training calendar. WISE was created in 2008 to address an urgent need for well-educated, direct marketing staff, managers, and leaders in all aspects related to consumer direct wine sales programs (i.e., tasting room, customer service, events, wine club, online, etc.) We look forward to contributing to bring the WISE training programs to New York!



Featured Upcoming Courses:
Tasting Room Professional Certification | August 2, 9, & 10 | 11am to 2PM ET



Boldly, supportive.

2023-24 Sponsorship & Advertising Packages



The Grapevine

IMPORTANT NEWS & UPDATES FOR
NEW YORK WINERIES & GRAPE GROWERS



New York Wine & Grape Foundation Releases 2022-2023 Research Reports



Boldly cultivating.

Presenting Sponsor logos

A VERSION OF THE BOLDLY, NY. LOGO IS CREATED WITHOUT THE BOX AND COLOR TO BE MORE SUBDUED WHEN USED IN CONJUNCTION WITH PROGRAM LOGOS.

PRESENTING SPONSOR
LOGO WITH URL

**Boldly,
NY.**
newyorkwines.org

Boldly, NY.
newyorkwines.org

PRESENTING SPONSOR
LOGO WITHOUT URL

**Boldly,
NY.**

Boldly, NY.

FOR USE ON LIGHT BACKGROUNDS

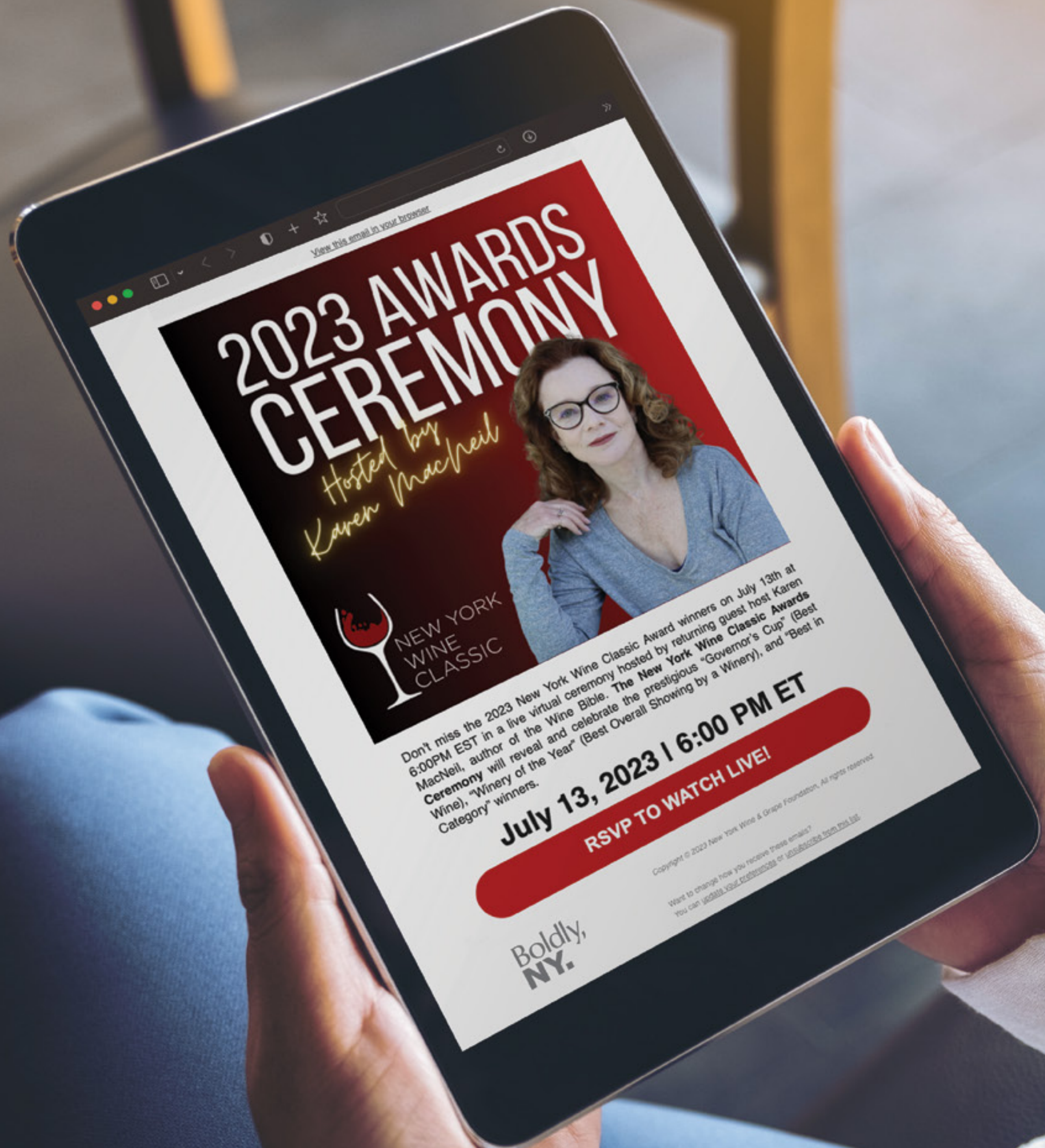
**Boldly,
NY.**
newyorkwines.org

Boldly, NY.
newyorkwines.org

**Boldly,
NY.**

Boldly, NY.

FOR USE ON DARK BACKGROUNDS

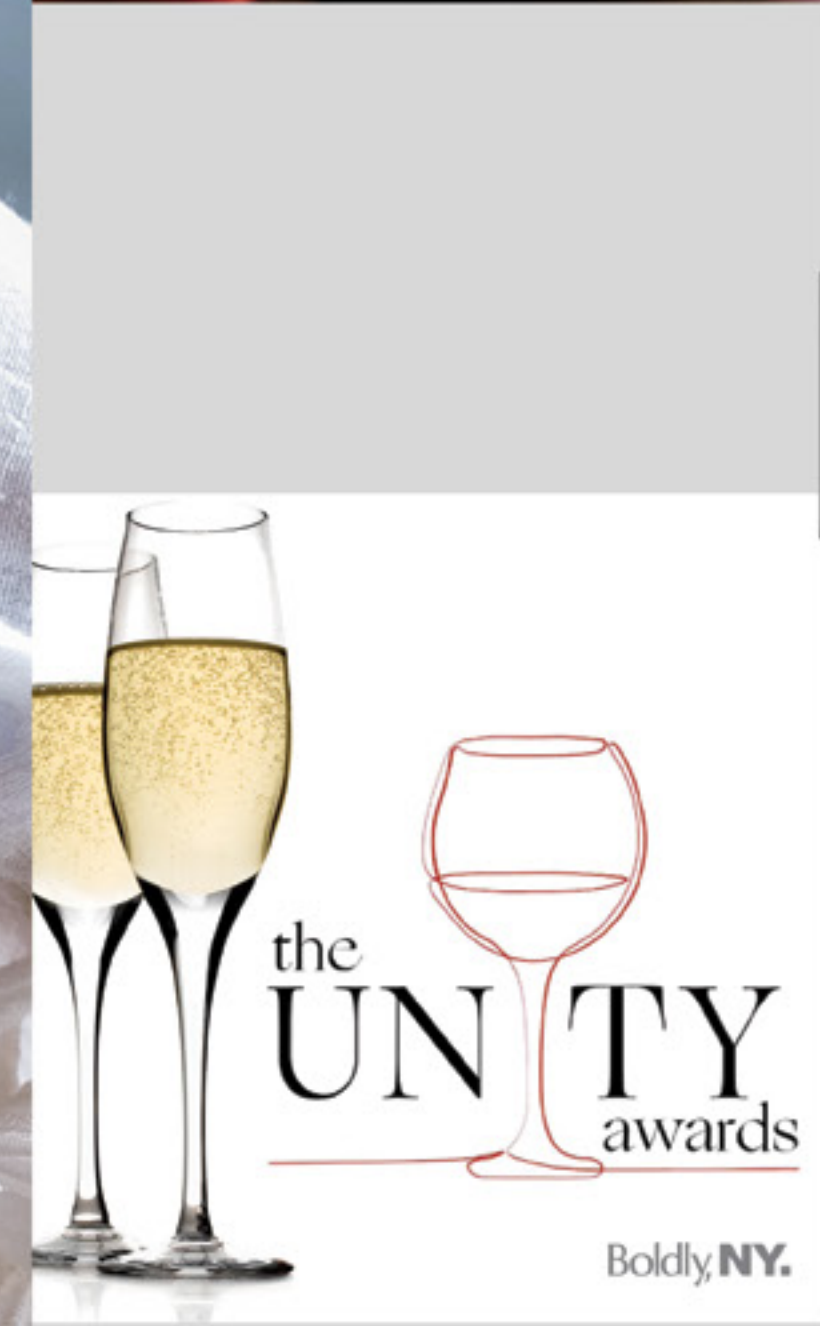


The Jim Trezise Lifetime Achievement Award

This award recognizes individuals who have demonstrated a lifelong commitment to the New York wine and grape industry and made impactful contributions that advanced the industry. Awarded for the first time in 2018 to Jim Trezise.



Boldly, NY.



New York Wine & Grape Foundation is with Paumanok Vineyards and 5 others.
July 19 at 8:29 AM · 🌐

🏆 Congratulations to the top award winners of the 2023 New York Wine Classic! 🍷 Your dedication to crafting the finest wines has truly paid off, and we raise our glasses to your outstanding achievements!

Visit newyorkwines.org/classic to learn more and see the full list of medal winning wines! 🍷 #NewYorkWineClassic #BoldlyNY #newyorkwine #awardwinningwine



B.E.V. NY
BUSINESS | EDUCATION | WELLNESS

VITICULTURE MEASURING AND MANAGING COLD HARDINESS IN GRAPEVINES

We'll discuss new information and tools available to help growers improve vines' ability to survive winter conditions, which are undergoing significant change and becoming increasingly unpredictable in the northeastern United States.

DATE: MARCH 29 | TIME: 3:15 - 4:30 PM

BEVNY.ORG

Boldly, NY.

SPEAKER
Jim Willwerth

SPEAKER
Hongru Wang

SPEAKER
Jason Lunde



PART TWO:

New York Wines

New York Wines

What we'll serve to wine lovers

New York Wines have an identity all their own. They are distinct. They are inviting. And they are friendly to food. And they deserve a brand that is distinct, inviting, and friendly to people. The New York Wines sub-brand of Boldly, NY. is the consumer branch of the family and will be an important fixture as we disseminate the message of New York Wines to the target audiences around the globe.





The audience

The audience for the New York Wines sub-brand is wine consumers, trade and media. They will receive the message directly at times and, at others times, indirectly through influencers, including retail staff, sommeliers, media influencers, and others.

Manifesto

IT IS CRITICAL THAT WE COMMUNICATE THE SAME INNOVATIVE, BOLDLY, NY. ATTITUDE TO CONSUMERS, TRADE AND MEDIA. AS DEMONSTRATED IN THE NEW YORK WINES MANIFESTO, THAT ATTITUDE ANSWERS ANY DOUBTS IN A WINE DRINKER'S MIND ABOUT WHY THEY SHOULD CHOOSE A NEW YORK WINE:

A bolder choice

It's easy to choose the well-trodden aisles, the "been there, had that," and the big brands owned by huge conglomerates.

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

It's simple to reach for the imported labels, the hard-to-pronounce vineyards, and the wines of ancient kings.

Easy, safe, and simple have their place. In kindergarten. Or in car insurance. But not in wine.

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 that monarchs once enjoyed, but varieties that are sought after by new generations of enthusiasts.

Young, exciting, and adventurous...both wine and drinker alike.

Philosophers said that wine is life. And life is a series of choices.

Choose Boldly.

Mark

The New York Wines mark is, at a glance, a graphic cluster of grapes, a fitting representation of our industry, expertise, and passion. Upon closer inspection, you'll notice that it is made up of a series of dots of various colors, each representing one of New York's AVAs and corresponding to the map of our state's winemaking regions.





NEW YORK WINES

LONG ISLAND
Boldly, *Unhurried*



NEW YORK WINES

HUDSON RIVER REGION
Boldly, *Intense*



NEW YORK WINES

UPPER HUDSON
Boldly, *Energetic*



NEW YORK WINES

CHAMPLAIN VALLEY
Boldly, *Ascending*



NEW YORK WINES

FINGER LAKES
Boldly, *Intricate*



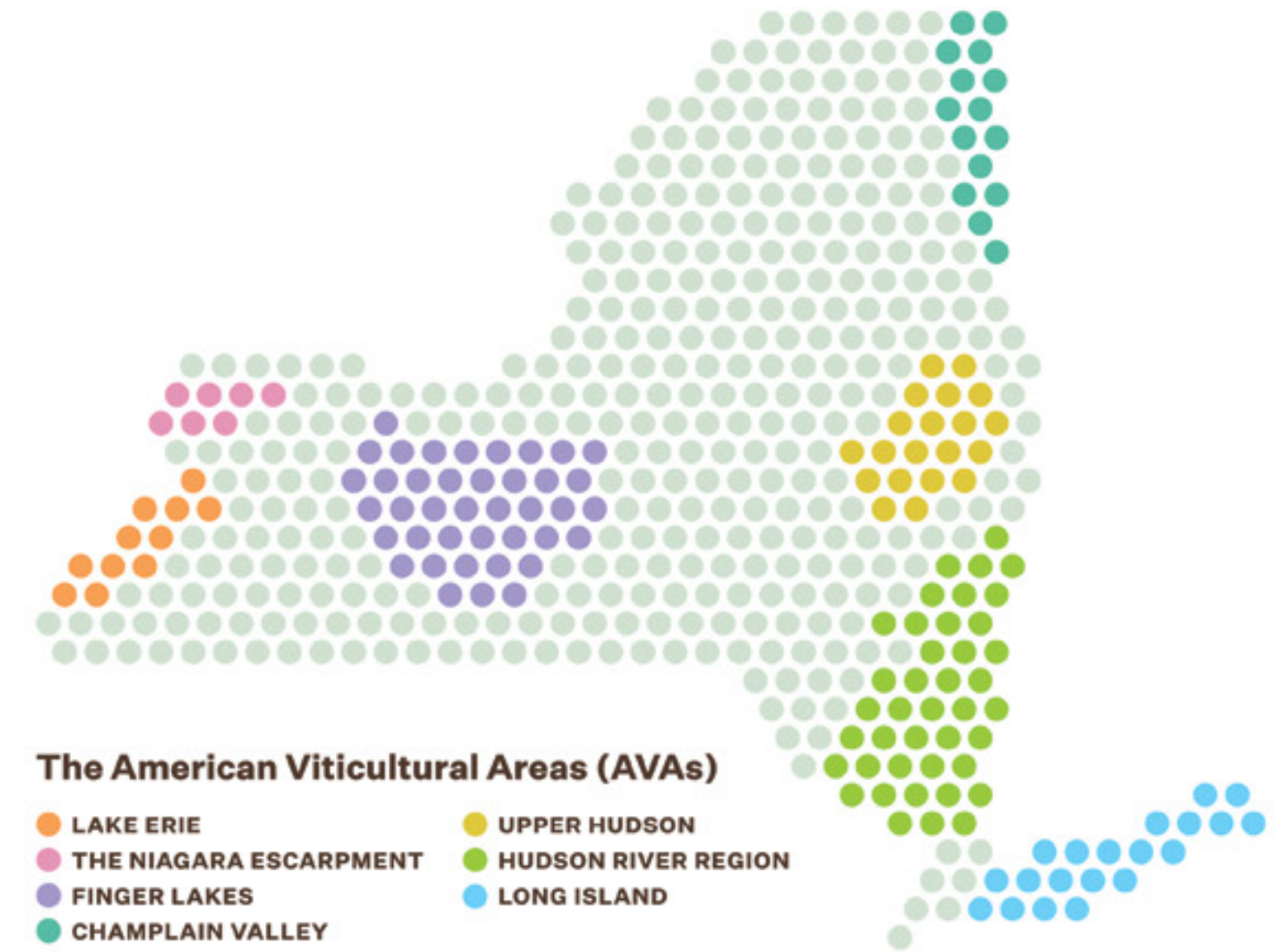
NEW YORK WINES

THE NIAGARA ESCARPMENT
Boldly, *Confident*



NEW YORK WINES

LAKE ERIE
Boldly, *Historic*



The American Viticultural Areas (AVAs)

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

Logo

THE NEW YORK WINES LOGO IS AVAILABLE IN VERTICAL AND HORIZONTAL ORIENTATIONS AND IN BOTH POSITIVE AND NEGATIVE FORMATS.

POSITIVE LOGOS
AND MARKS



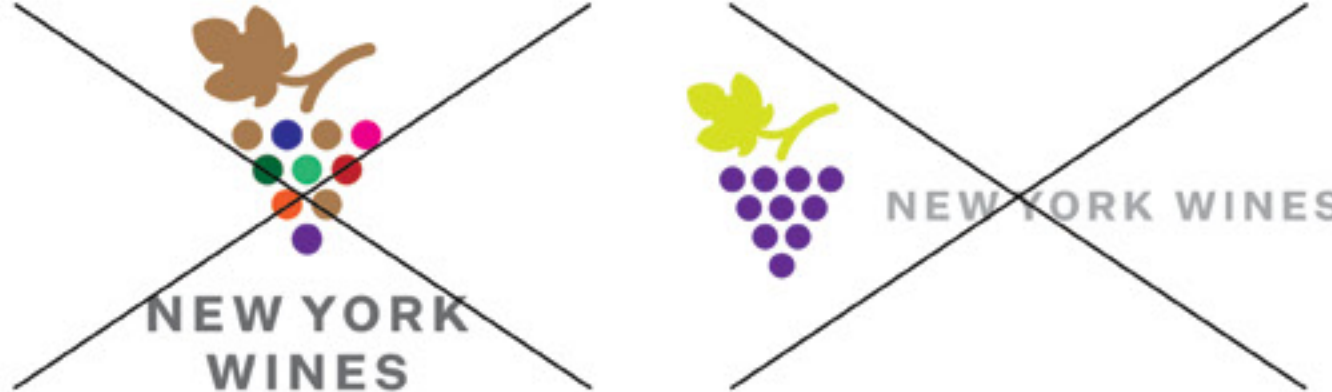
NEGATIVE LOGOS
AND MARKS



Logo usage

THE NEW YORK WINES LOGO SHOULD BE USED WITH INTEGRITY. DO NOT ALTER THE LOGO AND MAKE SURE IT IS READABLE AND USED IN THE CORRECT COLOR, FONT, PROPORTION, AND POSITION.

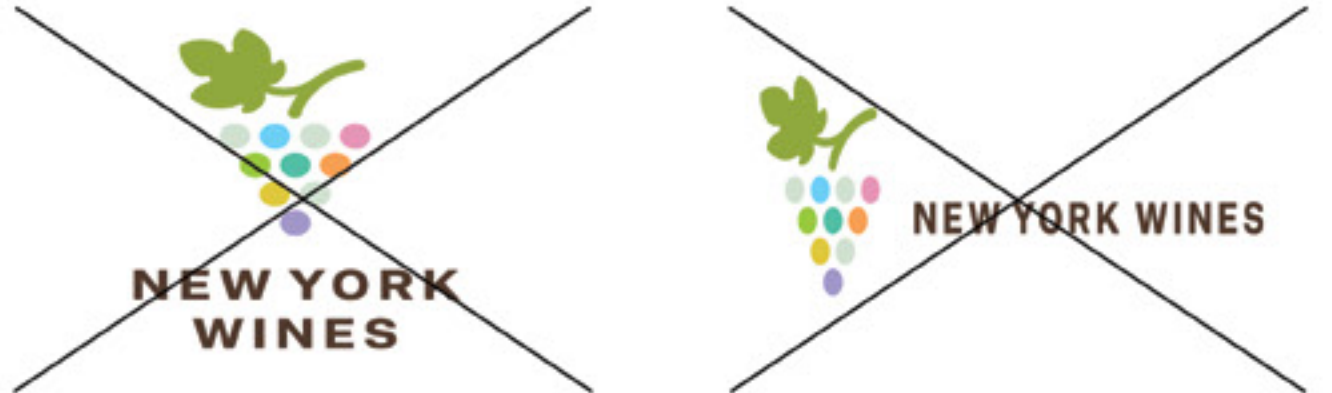
DO NOT CHANGE
THE LOGO COLOR



DO NOT CHANGE
THE LOGO FONT



DO NOT STRETCH OR
CONDENSE THE LOGO



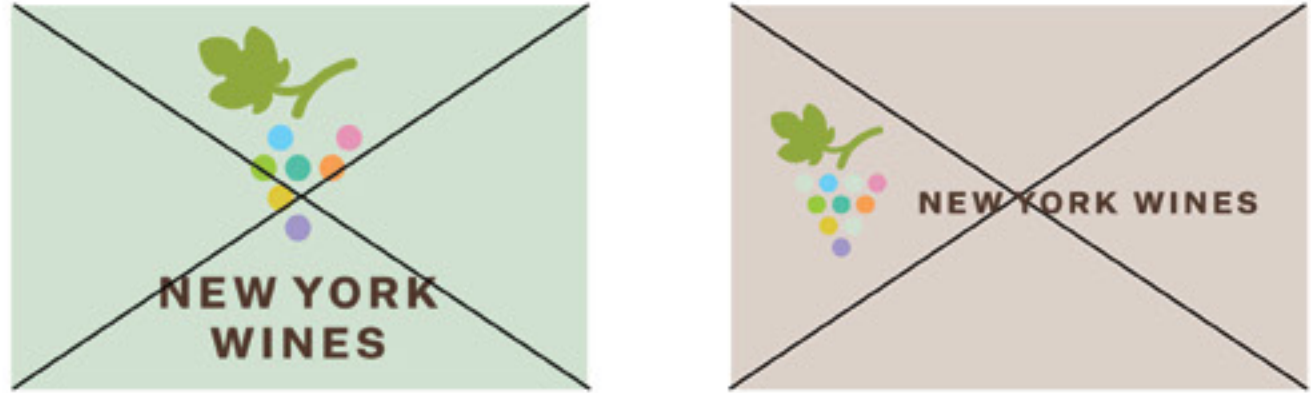
DO NOT ANGLE
THE LOGO



DO NOT USE THE
LOGO ON PHOTOS
THAT MAKE IT
DIFFICULT TO READ



DO NOT USE THE
LOGO ON COLORS THAT
MAKE IT
DIFFICULT TO READ



New York Wines leads, Boldly, NY. follows

As demonstrated in several consumer-focused communications, the New York Wine logo leads and Boldly, NY. anchors the tactics to make it clear that the brand, NYWGF, and the spirit is behind it all.



NEW YORK WINES

**Boldly,
NY.**



NEW YORK WINES

**Boldly,
NY.**

When supporting and anchoring a program, the **Boldly, NY.** logo should be used without the box and the type should be **60% black or white when on a dark background**. It can be used without the newyorkwines.org url, as long as the url, or other brand url is highlighted elsewhere on the piece.

Staying Bold

It is important to note that the New York Wines sub-brand takes its tone and spirit from Boldly, NY. Copy used in tactical execution within New York Wines is informed by the same essence and voice as the umbrella brand, as shown in the following headline examples employed in the messaging specific to each of our AVAs:

Boldly, Unhurried—the Long Island AVA

Boldly, Intense—the Hudson River Region AVA

Boldly, Energetic—the Upper Hudson AVA

Boldly, Ascending—the Champlain Valley AVA

Boldly, Intricate—the Finger Lakes AVA

Boldly, Confident—the Niagara Escarpment AVA

Boldly, Historic—the Lake Erie AVA

LONG ISLAND

CMYK	C50 M0 Y0 K0
RGB	R109 G206 B245
PANTONE	PMS 297
HEX#	6dcef5

HUDSON RIVER REGION

CMYK	C45 M0 Y100 K0
RGB	R154 G202 B60
PANTONE	PMS 2292
HEX#	9aca3c

UPPER HUDSON

CMYK	C15 M15 Y90 K0
RGB	R222 G200 B60
PANTONE	PMS 4016
HEX#	dec83c

CHAMPLAIN VALLEY

CMYK	C64 M2 Y44 K0
RGB	R83 G191 B166
PANTONE	PMS 2459
HEX#	53bfa6

FINGER LAKES

CMYK	C37 M40 Y0 K0
RGB	R161 G150 B200
PANTONE	PMS 2093
HEX#	a196c8

THE NIAGARA ESCARPMENT

CMYK	C5 M50 Y5 K0
RGB	R231 G149 B183
PANTONE	PMS 507
HEX#	e795b7

LAKE ERIE

CMYK	C0 M44 Y75 K0
RGB	R248 G159 B83
PANTONE	PMS 4009
HEX#	f89f53

RICH SOIL

CMYK	C42 M58 Y66 K61
RGB	R79 G57 B45
PANTONE	PMS 411
HEX#	4f392d

GRAPE LEAF

CMYK	C50 M20 Y100 K0
RGB	R145 G169 B62
PANTONE	PMS 368
HEX#	91a93e

MORNING MIST

CMYK	C18 M4 Y18 K0
RGB	R208 G224 B211
PANTONE	PMS 4176
HEX#	d0e0d3

Colors

Bold colors are used to represent each AVA, offering each distinction. When all the colors come together, it represents the vitality of the wine offerings throughout the state.

Gradation

A color gradation can be applied to photography, giving images a modern, fresh look. The photos can then serve as a background for headlines and allow for easy readability. The effect is achieved in Adobe InDesign by creating a gradation of two brand colors, and applying multiple layers of "Hard Light" and "Multiply" effects over a photo and adjusting the opacity of each layer to achieve the desired look.



Typography

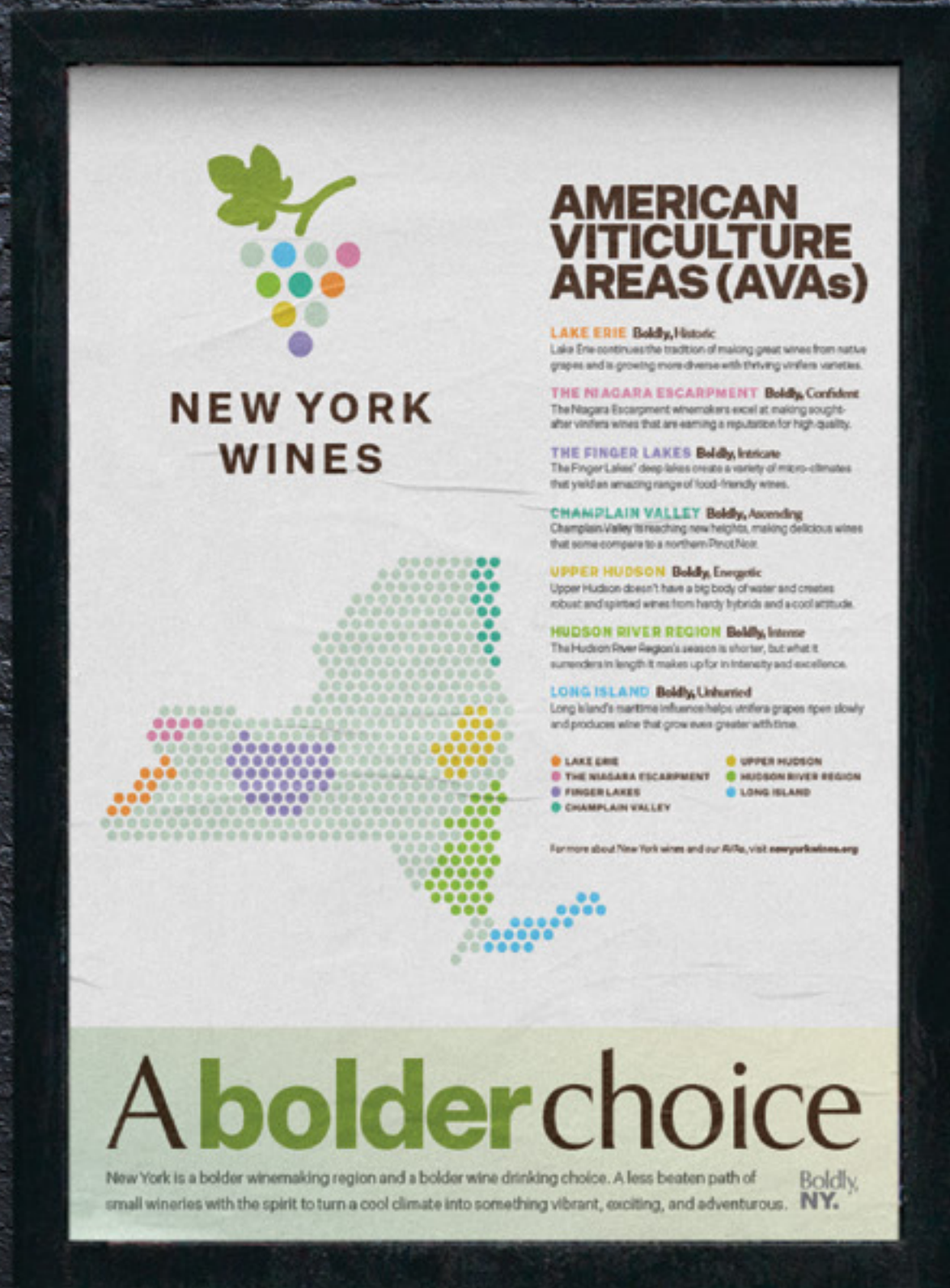
Exemplar Pro and Untitled Sans are two primary fonts of the New York Wines sub-brand. Different in feeling, they each call attention to different aspects of the brand. Exemplar Pro can be used as the headline or subhead font but should not be used for smaller body copy. Untitled Sans should be used for subheads or body copy and, depending on the piece being created, can be used for headlines. The mixing of the two fonts in headlines can also be done to bring attention to the traditional and modern sides of the brand and of the wine industry in New York.

Classically Modern

THE X-HEIGHT OF EXEMPLAR PRO AND UNTITLED SANS ARE SLIGHTLY DIFFERENT.
ADJUST THE X-HEIGHTS TO BE THE SAME
WHEN USING THIS HEADLINE DESIGN APPROACH.

Boldly, Unique.

FONTS CAN BE USED TO EMPHASIZE SPECIFIC WORDS.
THIS TECHNIQUE WORKS BEST WITH SHORTER PHRASES.



NEW YORK WINES

AMERICAN VITICULTURE AREAS (AVAs)

LAKE ERIE *Boldly, Historic*
Lake Erie continues the tradition of making great wines from native grapes and is growing more diverse with thriving vitifera varieties.

THE NIAGARA ESCARPMENT *Boldly, Confident*
The Niagara Escarpment vintners excel at making sought-after vitifera wines that are earning a reputation for high-quality.

THE FINGER LAKES *Boldly, Intricate*
The Finger Lakes' deep lakes create a variety of micro-climates that yield an amazing range of food-friendly wines.

CHAMPLAIN VALLEY *Boldly, Ascending*
Champlain Valley is reaching new heights, making delicious wines that some compare to a northern Pinot Noir.

UPPER HUDSON *Boldly, Energetic*
Upper Hudson doesn't have a big body of water and creates robust and spirited wines from hardy hybrids and a cool altitude.

HUDSON RIVER REGION *Boldly, Intense*
The Hudson River Region's season is shorter, but what it surrenders in length it makes up for in intensity and excellence.

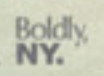
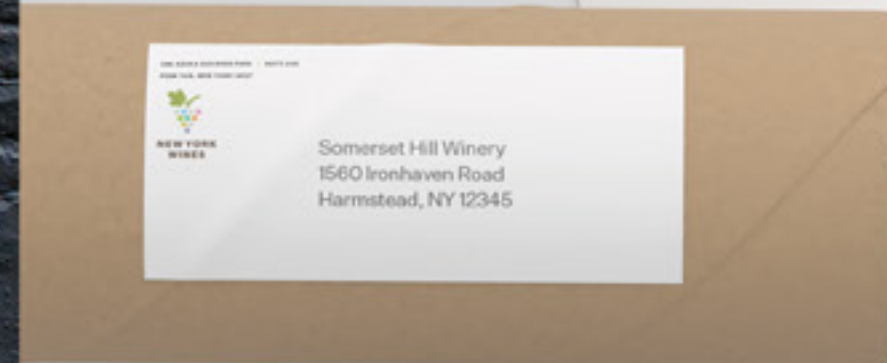
LONG ISLAND *Boldly, Unhurried*
Long Island's maritime influence helps vitifera grapes ripen slowly and produces wine that grows even greater with time.

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

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

A bolder choice

New York is a bolder winemaking region and a bolder wine drinking choice. A less beaten path of small wineries with the spirit to turn a cool climate into something vibrant, exciting, and adventurous.

Somerset Hill Winery
1560 Ironhaven Road
Harmstead, NY 12345




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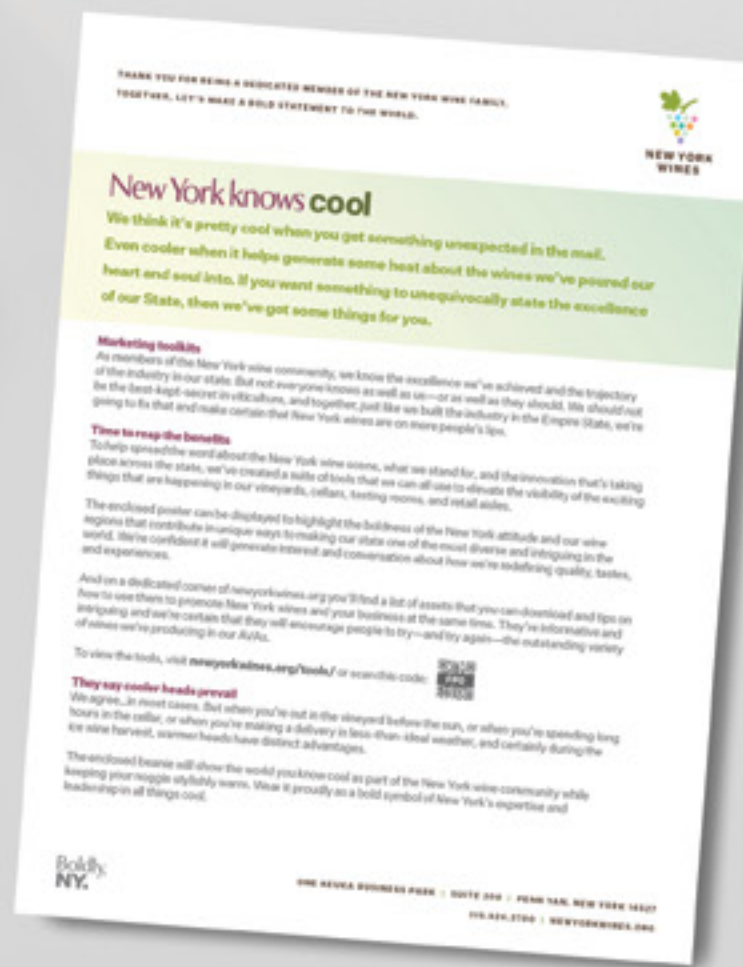
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THANK YOU FOR BEING A DEDICATED MEMBER OF THE NEW YORK WINE FAMILY. TOGETHER, LET'S MAKE A BOLD STATEMENT TO THE WORLD.


New York knows cool
We think it's pretty cool when you get something unexpected in the mail. Even cooler when it helps generate some heat about the wines we've poured our heart and soul into. If you want something to unequivocally state the excellence of our State, then we've got some things for you.

Marketing Toolkit
As members of the New York wine community, we know the excellence we've achieved and the trajectory of the industry in our state. But not everyone knows as well as we do - or as well as they should. We should not be the best kept secret in the culture, and together, just like we built the industry in the Empire State, we're going to fix that and make certain that New York wines are on more people's lips.

Time to reap the benefits
To help spread the word about the New York wine scene, what we stand for, and the innovation that's taking place across the state, we've created a suite of tools that we can all use to elevate the visibility of the exciting things that are happening in our vineyards, cellars, tasting rooms, and retail sales.

The enclosed poster can be displayed to highlight the boldness of the New York attitude and our wine regions that contribute to unique ways of thinking, our state one of the most diverse and intriguing in the world. These materials will generate interest and conversation about how we're establishing quality, taste, and experiences.

And on a dedicated corner of newyorkwines.org you'll find a list of assets that you can download and use on packaging and wine labels that we'll encourage people to try - and to again - the outstanding variety of wines we're producing in our AVAs.

To view the tools, visit newyorkwines.org/tools/ or search this code: 

They say cooler heads prevail
We agree... in most cases. But when you're out in the vineyard before the sun, or when you're spending time hours in the cellar, or when you're making a delivery in less-than-ideal weather, and certainly during the wine harvest, warmer heads have distinct advantages.

The enclosed beanie will show the world you know cool as part of the New York wine community while keeping your noggin comfortably warm. Wear it proudly as a bold symbol of New York's expertise and backbone on things cool.

Boldly, NY.

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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—thoughtfully 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.

LAKE ERIE

Big, and still growing
Grapes are huge here. A huge part of our history. A huge part of our economy. And a huge part of our identity. We have almost 18,000 acres (7,285 hectares) under vine and 338 wineries in the largest contiguous grape-growing region east of the Rockies.

Boldly, Historic

The first vines went into the ground in 1818, and the first "vine house" followed in 1859. The wine and grape industry continued to grow and thrive over the next 60 years because of ideal glacial soils and the temperate conditions that flow in on the Lake Erie winds.

GRAPES: Concord, with small amounts of labrusca, hybrid, and Vitis vinifera
SIZE: 338 farms, with 17,977 acres (7,275 hectares) under vine
AVERAGE GROWING SEASON: ~200 days

Wineries in New York State

More than a long history
The Lake Erie AVA occupies a long, narrow strip of well-drained, warm soil running 14 miles along the southern shore of Lake Erie. The lake itself moderates the climate, and the Lake Erie Escarpment provides protection. Together, they make the growing season relatively long, with cooler spring and warmer autumn temperatures.

Concord—has a prominent "grapey" aroma, identical to the flavor of Concord grape jelly. **16,366 acres (6,642 hectares)**

Catawba—produces spicy white or pink wines with crisp acidity and a typical V. labrusca "grapey" aroma, which can also be described as the aroma of grape jelly. **322 acres (130 hectares)**

Delaware—unlike other V. labrusca grapes, Delaware does not have a distinctive grape jelly flavor and instead has a fruity, spicy aroma. **66 acres (22 hectares)**

Rotundifolia—produces fresh, aromatic, well-aged wines with light to medium-body and racy acidity. **42 acres (17 hectares)**

Boldly changing history
The AVA's first vinifera wine, Chardonnay, was produced by Woodbury Fruit Farm in 1972.

Wineries in New York State

FINGER LAKES	144
LONG ISLAND	82
HUDSON RIVER REGION	59
LAKE ERIE	20
UPPER HUDSON	20
THE NIAGARA ESCARPMENT	8
CHAMPLAIN VALLEY	7
OUTSIDE AVA	131
TOTAL	471

THE NIAGARA ESCARPMENT

A Great big opportunity
When we take a look around, we see Great things. With a capital G, because of our Great Lake right outside our doors. In the Niagara Escarpment, Lake Ontario has the influence you would expect of one of the largest lakes in the world.

Boldly, Confident

The power of Lake Ontario in combination with the slope of the Niagara Escarpment—to moderate temperatures, extend the growing season, and protect against winter damage—is allowing more vinifera grape varieties to pop up on the landscape. And once planted, the soil and climate conditions of our unique terrain squeeze every ounce of flavor from the fruit.

GRAPES: Native, hybrid, and vinifera
SIZE: 58 farms, with 1,067 acres (432 hectares) under vine
AVERAGE GROWING SEASON: ~205 days

Wineries in New York State

The dirt on our region
Our gravelly limestone and clay loam soil is perfectly suited for viticulture. The limestone dates from the Paleozoic Era when our land was under a warm sea abundant with coral and shells. This naturally tempers the soil acidity to an ideal level for grapes and great wine.

Concord—has a prominent "grapey" aroma, identical to the flavor of Concord grape jelly. **366 acres (148 hectares)**

Piscot Noir—may have an intense aroma of black cherry and spice that suggests cinnamon, saffron, and mint and vegetal flavors such as ripe tomato and mushroom. **181 acres (73 hectares)**

Traminet—shares some of the distinct tropical fruit, floral, and spice aromas of its Gewürztraminer parent. **61 acres (25 hectares)**

Catawba—produces spicy white or pink wines, with crisp acidity, and a typical V. labrusca aroma, which can also be described as the aroma of grape jelly. **22 acres (9 hectares)**

Great things are on the horizon
Winemakers are realizing that the terroir is suited to sought-after vinifera varieties and ice wine. As a result, we're an area that's fast gaining a reputation for high quality.

Wineries in New York State

FINGER LAKES	144
LONG ISLAND	82
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FINGER LAKES

Hand-picked for making great wine
Whether it was the hand of the Great Spirit, as the native people of the region believed, or the chance hand of fate, New York's Finger Lakes seem preordained for producing great wine.

Boldly, Intricate

While there are 11 Finger Lakes, only a few are home to most of the wineries. Different lake depths and different surrounding elevations contribute to the great diversity across a single region.

GRAPES: Native, hybrids, Vitis vinifera
SIZE: 423 farms, with 10,709 acres (4,334 hectares) under vine
AVERAGE GROWING SEASON: ~195 days

Wineries in New York State

Growing interest
We're not only growing great wines in the Finger Lakes, we're growing interest around the world. Koenig for our world-class Rieslings, we also produce other Vitis vinifera varieties that are increasingly recognized for their excellence.

Riesling—produces fresh, aromatic, well-aged wines with light to medium body and racy acidity. **649 acres (264 hectares)**

Chardonnay—produces light- to medium-bodied wines with balancing acidity. **351 acres (141 hectares)**

Cabernet Franc—tends to be light in both color and tannin and can be dominantly fruity or display aromas of bell pepper or jalapeño. **236 acres (96 hectares)**

Piscot Noir—may have an intense aroma of black cherry and spice that suggests cinnamon, saffron, and mint and vegetal flavors such as ripe tomato and mushroom. **184 acres (79 hectares)**

Gewürztraminer—produces some of the most full-bodied wines of any white grape variety, with a pronounced spicy and tropical fruit aroma. **108 acres (44 hectares)**

Cabernet Sauvignon—a small grape size and high skin-to-pulp ratio lead to highly tannic, full bodied red wines. **104 acres (42 hectares)**

Complex soil, climate, and results
Within a few miles of a single lake, soil conditions, airflow, sunlight, and temperature can vary dramatically. This diversity produces unique, complex wines that all exhibit food-friendliness.

Wineries in New York State

FINGER LAKES	144
LONG ISLAND	82
HUDSON RIVER REGION	59
LAKE ERIE	20
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TOTAL	471

CHAMPLAIN VALLEY

Way up and coming
There's an expression that says, "There's no place to go but up." When you're a young winegrowing region at a latitude that some say isn't ideal, it's tempting to think that sentiment applies to our AVA. But we look at that phrase in a different way.

Boldly, Ascending

We are the northernmost wine region in New York. The safe and staid wine crowd says we can't make a go of it up here. But we're reaching new heights every day, making mellow, delicious wines that undeniably position us on our way up.

GRAPES: Hybrids, native, and small plantings of vinifera
SIZE: 21 farms, 122 acres (49 hectares) under vine
AVERAGE GROWING SEASON: ~160 days

Wineries in New York State

We're a hardy bunch
Like the people who live here, our grapes are hardy and handle the cold exceptionally well. Cold-hardy Minnesota French-American varieties thrive here. And some producers are experimenting with the most cold-hardy vinifera.

Marquette—features aromas of black fruit, such as cherries, black currants, plums, and blackberries, as well as spicy aromas, such as tobacco, leather, and black pepper.

Frontenac—characterized by red fruit flavors of cherry and red currant.

La Crescent—features aromas of citrus, apricot, pineapple, and muscat and lacks the "grapey" aromas associated with Vitis labrusca and herbaceous aromas associated with Vitis riparia.

Wine haven
The Champlain Valley AVA sits between the Adirondack Mountains to the west, the Green Mountains of Vermont to the east, the Taconic Mountains to the south, and Canada to the north.

Wineries in New York State

FINGER LAKES	144
LONG ISLAND	82
HUDSON RIVER REGION	59
LAKE ERIE	20
UPPER HUDSON	20
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A place to land

Since vineyards and wineries require land, our AVA is proving to be a destination for people looking to put down roots. Land is affordable, and the economic climate is inviting, so more new wineries are finding a home—and welcoming enthusiasts in—every year.

Adirondack Coast

Our winemaking region lies beside Lake Champlain, but the westerly winds that blow across the water warm the region, but don't be fooled; the history of wine in the Adirondacks runs right through our state.

Surrounded—The AVA lies in a relatively flat valley between the Adirondack Mountains to the west of Lake Champlain and the Green Mountains to the east. The soils, combination of sand and clay, rich in minerals and tend to be drained.

Laurentide Ice Sheet—During the last Ice Age, the region was covered by ice over a mile thick. As the ice retreated about 13,500 years ago, the land slowly rebounded.

Evolving landscape—With the receding ice, sea water from what is now the St. Lawrence River flowed in and formed the temporary Champlain Sea. As the land rose and the sea water was cut off, the water became fresh and formed present-day Lake Champlain.

History
It might be tempting to see New York as a young winegrowing region. But don't be fooled; the history of wine in the Adirondacks runs right through our state.

Vines—The native species of grapes that thrive in the Adirondacks—Vitis rotundifolia—were wild in the region as early as 1850, as documented on the St. Lawrence River by explorer Jacques Cartier in 1535.

Plantings—Almost a century later, Samuel de Champlain tried to transplant French vinifera vines, but the vines kept the plants from producing.

Home here—While some wine was made from wild grapes in the Champlain Valley, the early French settlers in the Champlain Valley brought their wine from France.

Wine—In the 1970s, farmers again began to experiment with grape growing. Twenty years later, the region had developed high-quality, disease-resistant fruit that thrives and produces delicious wines.

When the levee breaks
As the last Ice Age retreated, an ice dam formed and created Lake Vermont from the waters that flowed north. When the dam broke, lake levels dropped 300 feet (91 meters) within hours.

Not only is our region stunningly beautiful, but more and more wineries, cellars, and microbreweries are opening every year. It makes the Champlain Valley an ideal destination for people who love to drink—and all that it can offer. For more about New York wines and our AVAs, visit newyorkwines.org

UPPER HUDSON

We're cooler than cool
We're young. And with youth comes a little bit of attitude...go figure. The rest of New York is cool. But we're cooler than that.

Boldly, Energetic

We don't have a big body of water that moderates our temperatures, so we're creating great wines from hardy hybrids that ripen with fewer growing degree days and don't shiver at the thought of a cold winter.

GRAPES: Hybrids
SIZE: 43 farms, with 117 acres (47 hectares) under vine
AVERAGE GROWING SEASON: ~155 days

Wineries in New York State

Even our diversity is diverse
Our wide variety of hybrid grapes lets us create wines of tremendous range—in body and style—ranging from hearty French to dry German to smooth Italian. We're constantly experimenting and innovating to turn our cold-hardy grapes into sought-after and award-winning wines.

Marquette—features aromas of black fruit, such as cherries, blackcurrants, plums, and blackberries, as well as spicy aromas such as tobacco, leather, and black pepper.

Frontenac—characterized by red fruit flavors of cherry and red currant.

La Crescent—features aromas of citrus, apricot, pineapple, and muscat and lacks the "grapey" aromas associated with Vitis labrusca, and herbaceous aromas associated with Vitis riparia.

La Cressa—a complex crossing that counts Vitis vinifera and Vitis labrusca in its ancestry, with flavors of pear and apricot, as well as a pleasant, Muscat-like aroma.

Bred for cold
Many of the grapes that dominate the AVA were developed at Cornell University or at University of Minnesota, specifically for cold climates.

Wineries in New York State

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HUDSON RIVER REGION

Not turning water into wine
Yes, we have a river. And a pretty famous one at that. But our region is best known as the Hudson Valley Region—and it's this valley that influences the wine we make, not the water like in so many other regions.

Boldly, Intense

Our valley is a funnel, ushering in maritime air that defines our microclimates. Hot days. Humid nights. A growing season that eases into fall. And then dives into winter. Our growing season is shorter, but what we surrender in length, we make up in intensity.

GRAPES: Hybrids and Vitis vinifera
SIZE: 79 farms with 446 acres (180 hectares) under vine
AVERAGE GROWING SEASON: ~190 days

Wineries in New York State

Past and future growth
The Hudson Valley has been instrumental in the development of French-American hybrids including Seyval Blanc, Cayuga White, Baco Noir, Marechal Foch, and Traminet. However, it's vinifera that is enjoying increased plantings, including Cabernet Franc, Pinot Noir, Chardonnay, Riesling, Albariño, Malbec, and Gamay.

Concord—has a prominent "grapey" aroma, identical to the flavor of Concord grape jelly.

Marquette—features aromas of black fruit, such as cherries, blackcurrants, plums, and blackberries, as well as spicy aromas, such as tobacco, leather, and black pepper.

Seyval Blanc—has citrus characteristics in aroma and taste, as well as a minerality that is sometimes compared to white Burgundy.

Vidal Blanc—generally fruity, with aroma notes of grapefruit and pineapple and, because of the tough outer skin of the fruit, it is well adapted for the production of ice wine.

Baco Noir—a cool climate alternative to Pinot Noir, lacks the "grapey" aromas and flavors of other Vitis riparia varieties and instead shows rich fruit tones of blueberry and plum.

Highs and lows
Summer temperatures are high in the Valley, averaging 74 degrees Fahrenheit (23 degrees Celsius). Winds from Canada lower the average winter temperature to 21 degrees Fahrenheit (-6 degrees Celsius), limiting the region's primary grapes to cold-hardy varieties.

Wineries in New York State

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LONG ISLAND

Maritime is the perfect time
Even though it's in our name, some may not think of us as an island. But we're the largest in the U.S. and the coolest in all of us...especially when it comes to wine.

Boldly, Unhurried

With the influence of the Atlantic surrounding us, the cold water delays the spring growing season and prevents early-season damage, winter sets in later as the waters that warmed all summer give off their heat, and grapes enjoy ideal conditions.

GRAPES: Vitis vinifera
SIZE: 53 farms, with 1,815 acres (735 hectares) under vine
AVERAGE GROWING SEASON: ~225 days

Wineries in New York State

The V in variety
More than in any place in New York, on Long Island you can find a tremendous variety of vinifera grapes planted in a small area. Unlike some other New York winegrowing regions, Long Island is based almost exclusively on a foundation of vinifera grapes.

Merlot—has a complex aroma of black fruit, earth, and floral character and shows layers of cacao, black cherry, blackberry, blueberry, and plum. **658 acres (266 hectares)**

Chardonnay—produces light- to medium-bodied wines with balancing acidity. **440 acres (178 hectares)**

Cabernet Franc—tends to be light in both color and tannin and can be dominantly fruity or display aromas of bell pepper or jalapeño. **215 acres (87 hectares)**

Cabernet Sauvignon—has a small grape size and high skin-to-pulp ratio, which leads to highly tannic, full-bodied red wines. **143 acres (58 hectares)**

Piscot Noir—may have an intense aroma of black cherry and spice that suggests cinnamon, saffron, and mint and vegetal flavors such as ripe tomato and mushroom. **87 acres (35 hectares)**

Sauvignon Blanc—can range from grassy to fruity depending on climate and ripening conditions, with notes of tropical fruit including melon, papaya, and passionfruit. **82 acres (33 hectares)**

A walk on the mild side
Long Island wineries are considerably milder than most of New York. Our vines still exhibit the best qualities of cool climate varieties, but the warming influence of the ocean lets grapes that struggle in other regions thrive here.

Wineries in New York State

FINGER LAKES	144
LONG ISLAND	82
HUDSON RIVER REGION	59
LAKE ERIE	20
UPPER HUDSON	20
THE NIAGARA ESCARPMENT	8
CHAMPLAIN VALLEY	7
OUTSIDE AVA	131
TOTAL	471

Island time

We all know that time flows differently on an island. It's true on Long Island, and it has a remarkable effect on our grapes. Growing longer. Ripening slowly. Luxuriating in warm days and cool nights. This lets vinifera grapes thrive and our winemakers create delicious varieties that pair well with food, invite new experiences—and grow even greater with time.

Sub(marine) AVAs

The Long Island AVA covers the majority of the island itself. The eastern part of the island is considered mid-latitude maritime, and growing conditions are strongly influenced by proximity to the ocean. It also contains two sub-AVAs that are close in proximity to each other but are influenced in different ways by the Atlantic and the differences in soil.

North Fork—The North Fork is protected from the Atlantic by the South Fork and Peconic Bay. The deep, well-drained soil is medium to moderately textured and gently level or gently sloping. Soil and climate combine to make it ideal for many vinifera grape varieties. Hence, it was here that the first vineyards were planted in 1972.

The Hamptons—The southern sub-AVA was the result of a sandier soil than in the north. It is also moderating breezes but also more severe weather as fall approaches. Home to more beaches and vacation homes, the Hamptons has fewer wineries than its northern counterpart.

Wine history
It might be tempting to see New York as a young winegrowing region. But don't be fooled; the history of wine in the United States runs right through our state.

Wine grapes—Native species of grapes that thrive in the Adirondacks—Vitis rotundifolia—were wild in the region as early as 1850, as documented on the St. Lawrence River by explorer Jacques Cartier in 1535.

Plantings—Almost a century later, Samuel de Champlain tried to transplant French vinifera vines, but the vines kept the plants from producing.

Home here—While some wine was made from wild grapes in the Champlain Valley, the early French settlers in the Champlain Valley brought their wine from France.

Wine—In the 1970s, farmers again began to experiment with grape growing. Twenty years later, the region had developed high-quality, disease-resistant fruit that thrives and produces delicious wines.

Water where it belongs
We're surrounded by water and receive an average of three to four inches (7.6 to 10.1 cm) of rain each month. But exceptional drainage lets our fruit thrive without undue concern about mold—ideal for sustainable winegrowing practices.

Even breezy kelp temperature estimates at Bay on Long Island, providing long growing seasons and promoting grapes that take longer to reach their peak size to thrive and make the region known for varieties that are well-suited for age-worthy wines. For more about New York wines and our AVAs, visit newyorkwines.org



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.



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.

We're different... than people expect

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:

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.

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 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.

3rd largest

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

New York knows cool

Is there a place cooler than New York? In terms of temperature, sure. But when it comes to temperature and attitude, we are a perfect blend for making innovative wines. Wines that complement food, not wrestle it into submission. Wines from family-owned businesses that are equal parts tradition and "you ain't seen nothing yet." Wines that are bright and cool—just like the people who drink them.

For your taste of **New York cool**, visit us at:
 Somerset Hill Estates | 1560 Ironhaven Road | Harmstead, NY 12345 | 123.555.9876
 somersthill.com

NEW YORK WINES *Boldly, NY.*

SOMERSET HILL

Start spreading the news

NY NEWYORKWINES.ORG~NEWYORKWINES.ORG>
 To: info@somersthill.com

Tuesday, May 1, 2024 at 1:02 PM

Underdogs no more

Sinatra told us that if you can make it here, you can make it anywhere and claim your share of the spotlight. Well, for decades we've been making outstanding wine here thanks to you and the community of outstanding wineries across our state. What we haven't done is to fully claim our spot at the top of the heap in the minds of wine enthusiasts around the globe.

It's time to fix that. We know we're king of the hill when it comes to cool climate viticulture. The world needs to know it, too.

Getting the word out

To help spread the word about the New York wine scene, what we stand for, and the innovation that's taking place across the state, we've created a suite of tools that we can all use to elevate the visibility of the exciting things that are happening in our vineyards, cellars, tasting rooms, and retail aisles.

On a dedicated corner of newyorkwines.org you'll find a list of assets that you can download and tips on how to use them to promote New York wines and your business at the same time. They're informative and intriguing and we're certain that they will encourage people to try—and try again—the outstanding variety of wines we're producing in our AVAs.

[To view the tools, click here.](#)

Cue the training sequence

The best inspirational stories have a training component. Rocky. The Karate Kid. You get the idea. To some, we're a bit of an underdog just like those characters, but we're equally determined. So we'll be doing our own training to make sure you are ready to win—new customers, dedicated converts, and the hearts and minds of wine drinkers everywhere.

Join us for a brief training webinar to introduce you to the tools, their purpose, and how to use them to make a bold statement to the world about the amazing state of wine...in New York. [Info about the training will be added when it's available]

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Boldly, NY.

PART THREE:

New York Sustainable Winegrowing

New York Sustainable Winegrowing

Great wine doing good

New York Sustainable Winegrowing is a program of NYWGF offshoot of the Boldly, NY. brand. It positions the New York state wine family as the leaders in sustainability initiatives and encourages vineyards to achieve certified sustainable status.

In New York, we're making great wines that satisfy the new generation of wine lovers without compromising the ability of future generations to do the same. And in New York, we have a determination to safeguard our future by taking the steps to make a positive impact environmentally, economically, and socially. This focus is captured in the "Great wine doing good" tagline that is the hallmark of this program. The sub-brand that supports this tagline will capture both our ability to produce truly great wines while doing good things for the future.





The audiences

The audiences for the New York Sustainable Winegrowing sub-brand are trade and media members who will distribute New York's sustainable grown wine and its message—and wine drinkers who will consume both.

Manifesto

AS A SUB-BRAND TO BOLDLY, NY., THE NEW YORK SUSTAINABLE WINEGROWING PROGRAM EXHIBITS THE SAME CONFIDENCE...SOME MAY SAY AUDACIOUSNESS...IN SUPPORT OF OUR ENVIRONMENT, FUTURE, AND INDUSTRY. IT IS DEMONSTRATED IN THE NEW YORK SUSTAINABLE WINEGROWING MANIFESTO:

Bold enough to

In New York, we're lucky enough to live in a remarkable place and work in an industry that's more passion than punching a clock.

We're appreciative enough to realize every day that we're turning what nature gives us into something that gives pleasure to so many.

We're aware enough to understand that everything we do relies on the soil and the water and our unique geographies. And that we're blessed to have some of the best in the world for doing what we do.

We're smart enough to see that the world and the climate are changing.

We're humble enough to know that we're here for our time, but others will follow who we must consider and safeguard.

And we're bold enough to do the work today that will make great wine in the future and do good for generations.

Trustmark

The New York Sustainable Winegrowing trustmark will, at a glance, communicate that the participating vineyard is certified sustainable by the New York Wine & Grape Foundation. For participating wineries, the mark demonstrates the usage of sustainably certified grapes, and for wines that they are made from 85% certified grapes. The mark is composed of a series of wine glasses coming together to form the shape of a sun or a flower, both appropriate representations of the critical importance the environment plays in our industry and our livelihoods. With its use of two of the most common colors in nature, it is reminiscent of our magnificent planet and reminds us of our responsibility to care for and safeguard it.



Trustmark iterations

THE TRUSTMARK IS CREATED WITH AND WITHOUT TYPOGRAPHY AND IN POSITIVE AND NEGATIVE FORMATS.

POSITIVE TRUSTMARK



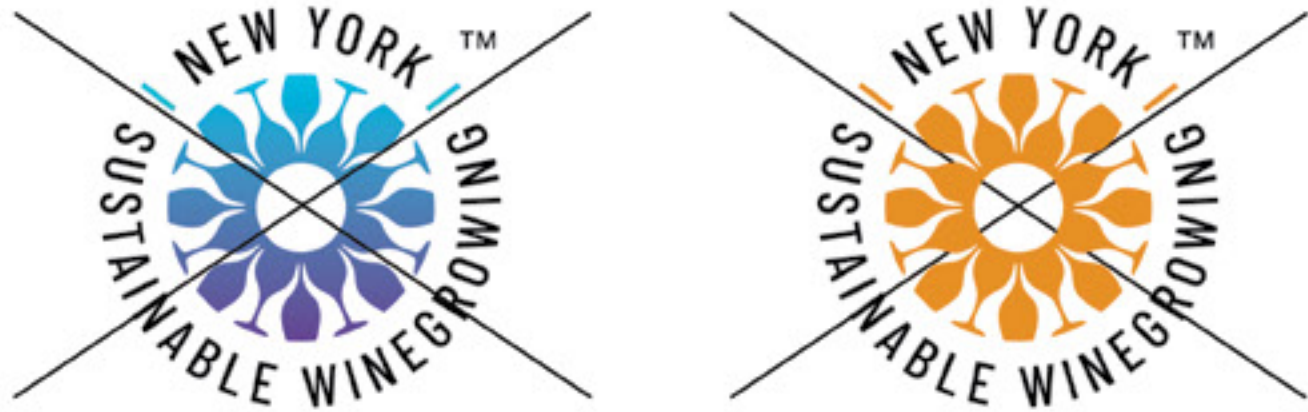
NEGATIVE TRUSTMARK



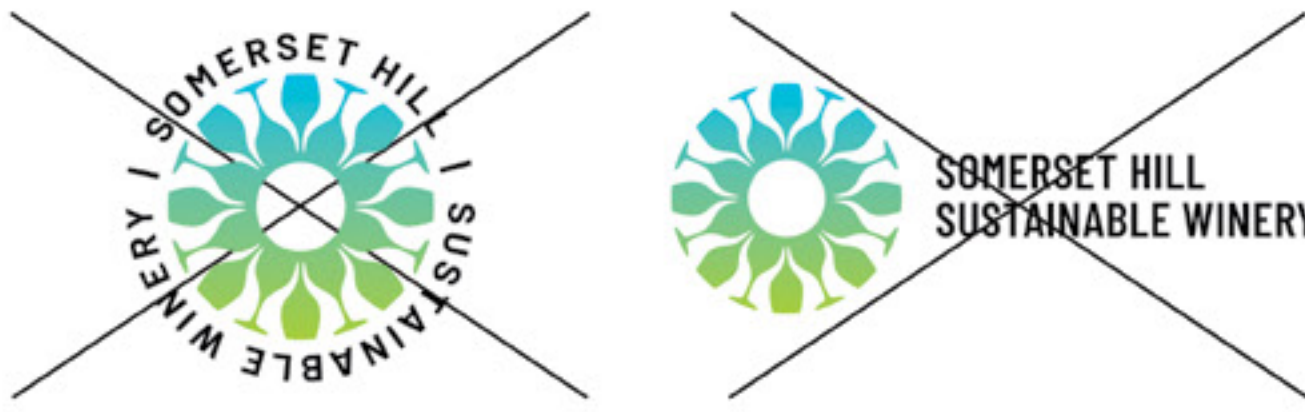
Trustmark usage

THE NEW YORK SUSTAINABLE WINEGROWING TRUSTMARK SHOULD BE USED WITH INTEGRITY. DO NOT ALTER IT AND MAKE SURE IT IS READABLE AND USED IN THE CORRECT COLOR, FONT, PROPORTION, AND POSITION.

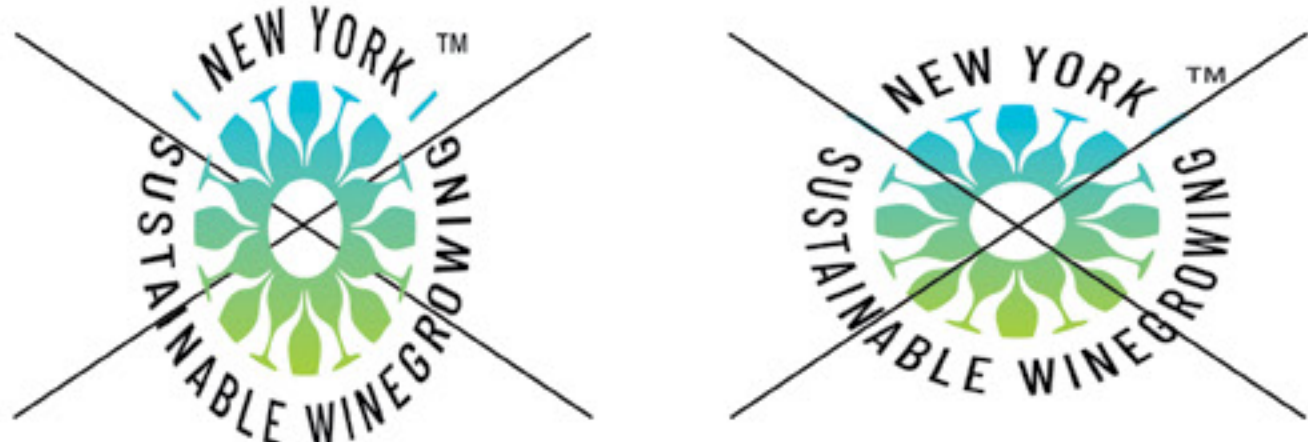
DO NOT CHANGE THE TRUSTMARK COLOR



DO NOT CHANGE THE TRUSTMARK FONT



DO NOT CHANGE, STRETCH, OR CONDENSE THE TRUSTMARK



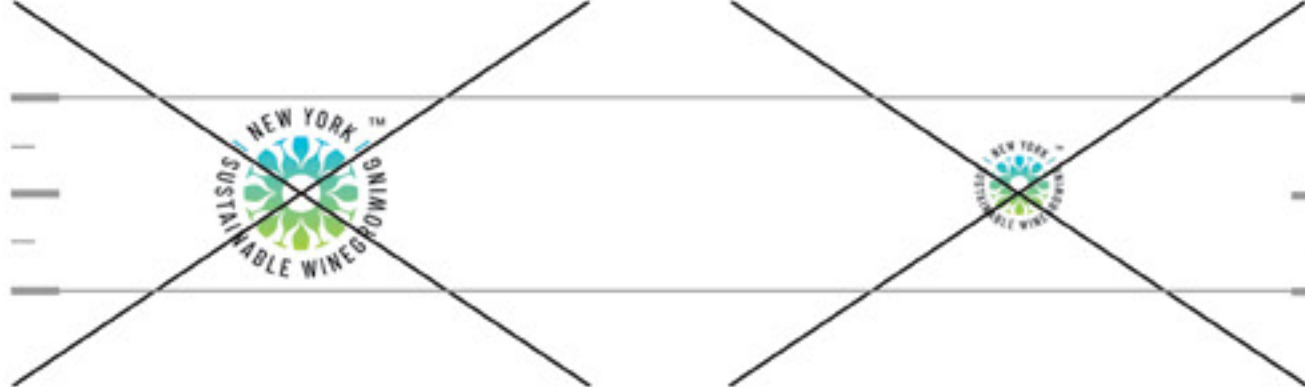
DO NOT ANGLE THE TRUSTMARK



DO NOT USE THE TRUSTMARK ON PHOTOS OR BACKGROUNDS THAT MAKE IT DIFFICULT TO READ



DO NOT USE THE TRUSTMARK SMALLER THAN 1/2"



1/2"

New York Sustainable Winegrowing leads, Boldly, NY. follows

As demonstrated in communications targeted to growers and wineries, the New York Sustainable Winegrowing trustmark leads and Boldly, NY. anchors the tactics to make it clear that the brand, NYWGF, and the spirit of New York wines places the highest emphasis on the importance of sustainability.

greatwinedoinggood.com

Boldly,
NY.



SKY AND WATER

CMYK	C73 M0 Y7 K0
RGB	R0 G188 B229
PANTONE	PMS 2199
HEX#	00bde4

LAND, LEAVES AND VINES

CMYK	C40 M0 Y98 K0
RGB	R152 G216 B1
PANTONE	PMS 375
HEX#	97d700

NIGHT

CMYK	C15 M15 Y90 K0
RGB	R222 G200 B60
PANTONE	PMS BLACK
HEX#	231f20

Colors

The environment is the inspiration behind the color palette of the trustmark. A bright green and vivid blue feel energetic and optimistic.

Gradations and overlays

A color gradation can be applied to photography, giving images a modern and fresh look. The photos can then serve as a background for headlines and allow for easy readability. The effect is achieved in Adobe InDesign by creating a gradation of two brand colors and applying multiple layers of "Hard Light" and "Multiply" effects over a photo and adjusting the opacity of each layer to achieve the desired look.

Small inset photography can have color overlays multiplied over images to add some brightness and freshness to pieces. You can use New York Wine colors for this effect.



Typography

Exemplar Pro and Untitled Sans are two primary fonts of the Sustainable Winegrowing sub-brand. Different in feeling, they each call attention to unique aspects of the brand. Exemplar Pro can be used as the headline or subhead font but should not be used for smaller body copy. Untitled Sans should be used for subheads or body copy and, depending on the piece being created, can be used for headlines. The mixing of the two fonts in headlines can also be done to bring attention to the traditional and modern sides of the brand and of the wine industry in New York.

Great Wine

THE X-HEIGHT OF EXEMPLAR PRO AND UNTITLED SANS ARE SLIGHTLY DIFFERENT. PLEASE ADJUST THE X-HEIGHTS TO BE THE SAME WHEN USING THIS DESIGN APPROACH TO HEADLINES.

Doing Good

CERTAIN FONTS CAN BE USED TO EMPHASIZE SPECIFIC WORDS. THIS TECHNIQUE WORKS BEST WITH SHORTER PHRASES.



The concept of Sustainable Winegrowing is not widely understood, even though research says that an impressive percentage of wine drinkers are interested in the subject. As one of New York's sustainable winegrowers, you have the opportunity to explain the excellence of New York wines and the role that sustainability plays in growing and producing great wine that does good. Below are some talking points gathered through consumer market research that may be helpful in your discussions with wine enthusiasts.



Great Wine

SUSTAINABLY GROWN WINES ARE GREAT IN THEIR DIVERSITY.

- New York sustainably produced wines offer something for everyone.
- Because of our varied regions and our bold attitude toward experimentation, New York is a leader in producing excellent wines of amazing range.
- We aren't a single varietal or style. We're great in many ways, and we're continuing to broaden our greatness.

WE GROW WINES THAT GO GREAT WITH FOOD.

- Cool climate wines are bold in their complexity but with lower alcohol and higher acidity that pair well with food.
- There are other parts of the world that produce potent wines with higher alcohol and sometimes an overpowering palate. That's great, but that's not our definition of bold.
- In New York, bold is an attitude that produces great wines that get even better with food.

GREAT THINGS ARE HAPPENING IN SMALL VINEYARDS AND CELLARS.

- 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 big corporate wineries can only look at with envy.

SUSTAINABLE PRACTICES THAT MAKE WINE EVEN GREATER.

- Sustainable practices—faithfully followed—enhance the end product, making sustainably grown wines even better and a better representation of the best New York has to offer.



greatwinedoinggood.com

Boldly.
NY.

Doing Good

GOOD FOR THE ENVIRONMENT THAT GAVE US GREAT WINE.

- The environment in New York gave us great wine. The soil. The water. The wind. The magical intangibles of our terroir. It's our turn to give back.
- Sustainable wine practices give the environment the best chance to continue to provide everything we need to produce wine that is finding its way onto more tables and must-try lists.

YOU CAN HELP FAMILIES WITH DEEP NEW YORK WINEGROWING ROOTS.

- New York is populated by small, family businesses that are boldly independent, innovative, and intriguing.
- They're doing things that suit-and-tie beverage companies can only talk about. That includes producing sustainably grown wines that fit your lifestyle and suit your tastes.
- Buy that wine and you're rewarding those growers and winemakers and helping sustainability take root in New York and beyond.

SUSTAINABILITY. THAT'S COOL.

- It's cool to think beyond yourself and beyond today.
- Sustainable wine growing does good things for our environment, our communities, our people, our livelihoods, and our future—all while contributing to our ability to produce highly-drinkable, lighter-bodied, food-friendly cool climate wines.



greatwinedoinggood.com

Great things are happening around New York. Bold, innovative winemakers are crafting a tremendous variety of highly-drinkable, food-friendly wines.

NEW YORK™
SUSTAINABLE WINEGROWING

From vineyard to cellar, practices and processes are doing good for the environment—so enjoying a bottle tonight doesn't compromise our future.

Great Wine Doing Good

Boldly, NY.

Somerset Hill Winery

Promoted

Great things are happening in wineries around NY. Innovative winemakers are crafting a variety of highly-drinkable, food-friendly wines. And our focus on sustainability is making them even greater. Check out our sustainably grown wines and help family-owned wineries and sustainability take root in NY. Learn more at somersehill.com/sustainability #GreatWineDoingGood

NEW YORK™
SUSTAINABLE WINEGROWING

Great Wine Doing Good

SOMERSET HILL WINERY

NEWYORKWINES.ORG/SUSTAINABILITY
New York Sustainable Winegrowing

Learn more



NEW YORK™
SUSTAINABLE WINEGROWING

CERTIFIED SUSTAINABLE VINEYARD

greatwinedoinggood.com

Boldly, NY.



Color Profiles and File Formats

The logos, marks and trustmark have been created in a variety of color profiles and file formats. Use the following pages as a guide in selecting the correct version for your needs.

Color Profiles

PMS

PMS stands for **Pantone Matching System**, a universal color matching system used primarily for offset printing. A numbered code represents each color. Unlike CMYK, PMS colors are pre-mixed with a specific formula of inks prior to printing. Having these specific formulas **creates the most consistent color possible** across different applications or print locations. This format is most often used for business cards, stationery, and company signage.

Common PMS file formats include:

Ai
EPS (available)
PDF (available)

CMYK

CMYK should be used when creating designs for **print applications**. Cyan, Magenta, Yellow, and Key (Black) make up the color palette for CMYK. This is often referred to as a **four-color process**, as it uses four different colors of inks to create all color variations. Because CMYK colors are mixed during the printing process, colors can vary slightly on various printers or throughout a printing run. Although this is not usually noticeable, it is something to remember when printing logos or branding elements.

Common CMYK file formats include:

Ai
EPS (available)
PDF (available)

RGB

RGB stands for Red, Green, Blue. RGB color profiles are used exclusively for **digital design**. They represent the same colors used on your computer, smartphone, or TV screen. There is typically some variation in RGB colors from screen to screen as monitors are each calibrated a bit differently. HEX, which stands for Hexadecimal, is also used on screen and is a short code for RGB color.

Common RGB file formats include:

PNG (available)
JPG
SVG (available)

B&W

Black and white logo formats can be used when color printing is not an option.

Common B&W file formats include:

EPS (available)
PNG (available)
JPG (available)
SVG (available)

File Formats

Vector

Vector format is the gold standard for your logo files. These vector-based files can be resized both larger and smaller without diminishing their quality. Whenever you are working on something that requires your mark, logo or trustmark logo be scaled or if you are passing it along to a professional, always use the eps or PDF version, unless another format is specifically requested.

Vector file formats include:

- Ai
- EPS (available)
- PDF (available)
- SVG (available)

JPG

JPG files are the most common image types that many of us are familiar with and are typically used for images on the web. These pixel-based images do not resize well and will always have a white background fill.

SVG

SVG files are code-based vector images that are supported by all web browsers. As responsive websites become the industry standard, SVGs are being used more as they allow web graphics to be re-scaled to any size screen without degradation. SVGs can be used for any vector file, whether a website background, icon, or logo.

PNG

PNG files are an alternative to JPG but allow for a transparent background and are generally of higher quality. However, they have essentially the same limitations because they are also pixel-based.



Questions or comments?

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CONTACT US AT:
info@newyorkwines.org