

LEADERSHIP
SUMMIT:
THE

UpState *of* WINE

JANUARY 15
NEW YORKER HOTEL

2026 Leadership Summit Industry Findings

Hosted by the New York Wine & Grape Foundation

The New York wine industry is navigating rapid change — shifting consumer behavior, global oversupply, and increased competition require new, coordinated approaches to growth.

To address this moment, NYWGF convened **100+ industry leaders representing wineries, growers, trade, tourism, media, and government officials** for a solutions-driven Leadership Summit focused on the future of New York wine.

The Central Finding

New York wine does not have a quality problem — it has a coordination & accessibility problem.

Industry leaders aligned around a shared goal:

- Easier to understand
- Easier to experience
- Easier to champion—together

Sustainable growth will depend on collaboration, coordinated promotion, and a unified statewide vision.

The conversation continues—and the work moves forward together.

3 Priorities for Collective Action



1. Build a Unified New York Wine Identity

Create a clear, recognizable statewide brand that strengthens visibility and reinforces quality perception across markets.



2. Strengthen Collaboration Across Regions

Align campaigns, timing, and storytelling to maximize industry investment and collective impact.



3. Elevate Tourism Storytelling

Connect wine to place, people, and experience to drive visitation and long-term consumer loyalty.

What Comes Next?

Insights will help guide NYWGF's efforts to:

- Clarify consumer-facing messaging**
- Explore unified statewide promotions**
- Support experiential marketing initiatives**
- Align regional storytelling**
- Strengthen tourism-driven economic impact**
- Reconvene annually to continue conversations**

**Boldly,
NY.**

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