

# What's in a Bottle of Wine?

## \$ 4.8 Billion!

(Total economic benefits to New York State from New York grapes, grape juice and wine)

### The Ingredients...

Vineyard Land  
 Vineyard Workers  
 Mortgage  
 Trellises (posts & wire)  
 Grape Vines  
 Fertilizers & Chemicals  
 Tractors & Harvesters  
 Farm Equipment  
 Insurance  
 Land for Winery  
 Winery  
 Winery Employees  
 Mortgage  
 Insurance  
 Stemmer/Crusher & Press  
 Fermentation Tanks & Barrels  
 Bottling Lines & Labelers  
 Bottles, Corks & Capsules  
 Labels  
 Cartons & Shipping Boxes  
 Gift Shop Displays & Items  
 Shipping of Wine  
 Promotion & Publicity  
 Excise Taxes  
 License & Other Fees  
 Employment & Related Taxes  
 Property Taxes  
 Sales Taxes  
 Tourism  
 Quality of Life  
 Resveratrol, Antioxidants



### The Beneficiaries...

#### Business

Real Estate Brokers, Lawyers  
 Employees & Families  
 Banks, Lawyers  
 Manufacturers, Suppliers, Shippers  
 Nurseries  
 Manufacturers, Suppliers, Shippers  
 Manufacturers, Suppliers, Shippers  
 Manufacturers, Suppliers, Shippers  
 Insurance Companies  
 Real Estate Brokers, Lawyers  
 Building Construction Trades  
 Employees & Families  
 Banks, Lawyers  
 Insurance Companies  
 Manufacturers, Suppliers, Shippers  
 Manufacturers, Suppliers, Shippers  
 Manufacturers, Suppliers, Shippers  
 Manufacturers, Suppliers, Shippers  
 Designer, Printer  
 Manufacturers, Suppliers, Shippers  
 Manufacturers, Suppliers, Shippers  
 Transportation Companies  
 Ad Agencies, Printers, PR Firms  
 Hotels, Restaurants, Gift Shops  
 Consumers, States, Regions  
 Consumers, Health Care System

#### Government\*

State, County  
 Federal, State, County  
 County  
 State, County  
 State, County  
 State, County  
 State, County  
 State, County  
 State, County  
 State, County  
 State, County  
 County  
 Federal, State, County  
 State, County  
 State, County  
 State, County  
 State, County  
 State, County  
 Federal, State, County  
 State, County  
 State, County  
 State, County  
 Federal, State  
 Federal, State  
 State, Local  
 State, County  
 State, County  
 State, County  
 State, County

## Wine—The Ultimate Value-Added Product (And Pleasure of Life)

\*Different types of taxes, especially sales taxes on the state and county levels.  
 © 2015 New York Wine & Grape Foundation. Link: [www.newyorkwines.org](http://www.newyorkwines.org)

# New York's Grape, Grape Juice and Wine Industry Profile

---

America's #3 grape and wine producer  
1,631 family-owned vineyards covering 37,000 acres  
Average grape harvest 169,000 tons worth more than \$50,000,000  
73.3% for grape juice, 24.6% for wine, 2.2% for fresh fruit  
401 wineries, 388 established since 1976, 353 since 1985, 293 since 2000, 133 since 2011  
70 branches/satellites, 60 since 2000, 31 since 2011  
5 federally recognized major wine regions (# of wineries): Long Island (74), Hudson River (62),  
Finger Lakes (129), Lake Erie (21), Niagara Escarpment (7), Others (108)  
# of branches/satellites: Long Island (16), Hudson River (2), Finger Lakes (24), Lake Erie (5)  
Niagara Escarpment (2), Others (21)  
Wineries/branches/satellites are located in 59 of New York's 62 counties  
Table, Sparkling and Dessert Wines; 175,000,000 bottles produced annually  
(Statistics as of 4/15/15)

---

## Annual Economic Impact: \$4.8 Billion

**New York's grape juice and wine products, and related industries, produced more than \$4.8 billion of economic value to New York State in 2012**

Full-time Equivalent Jobs .....	25 thousand
Wages Paid .....	\$1.14 billion
Winery Sales .....	\$553 million
Grape Sales .....	\$52.3 million
Grape Juice Product Revenues .....	\$71.6 million
Number of Wine Related Tourist Visits .....	5.29 million
Wine-Related Tourism Expenditures .....	\$401 million
Taxes Paid (State and Local) .....	\$408 million

(Based on data from 2012. Total economic impact reflects direct, indirect, and induced economic activity. When non-New York wine sales of \$1.6 billion and related economic activity are included, total economic impact of grape and wine industries is \$9.4 billion. The full study is available on the New York Wine & Grape Foundation web site ([www.newyorkwines.org](http://www.newyorkwines.org)).

---

## New York Wine Industry Growth Summary

- A 2008 government survey by the National Agricultural Statistical Service, similar to previous ones from 2004, 2000 and 1998, shows accelerating wine industry growth since creation of the New York Wine & Grape Foundation in 1985.
- In the years since 1975, the number of New York wineries has multiplied 19-fold from 21 to 401 with 353 (88%) established since 1985 when the New York Wine & Grape Foundation was established. 133 wineries have opened since 2011.
- From 2001 to 2014, 281 new wineries opened – more than the previous 170 years – and in just eight years from 2007-2014, the 207 new wineries exceeded the total from the 20 year period of 1980-1999, more than quadrupling the growth rate.
- Wine production has increased by over 50% since 1985 to about 175,000,000 bottles annually.
- The number of tourist visits to wineries has multiplied 13-fold since 1985 from 384,000 to 4,986,000 in 2008 and 5.29 million in 2012, with a significant share from other states.
- Between 2000 and 2008, tourist visits increased by 85% and per person spending by 76%, for a total increase of 228% in the value of sales (and sales taxes for the state and local governments). The number of tourist visits and sales has increased significantly since then.
- In 2008 the sales tax collected on sales at wineries exceeded \$4.85 million for the State and \$3.63 million for localities, up 605% since 1995. Excise and sales taxes have also increased significantly since then.
- The average winery invested \$500,000 between 2000 and 2003 (and \$400,000 during 2006-2008) in vineyards, wine production, tasting room, and other facilities, supporting many other economic sectors.

(Most figures as of August 2014 based on data from 2003, 2004, 2008, and 2012. Sources include Stonebridge Research of Napa Valley, National Agricultural Statistics Service, New York State Liquor Authority, and other government and industry sources.)