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The Colorado Wine Board Encourages Locals to “Uncork Colorado” This Holiday Season and Drink Colorado Wine

(Broomfield, Colo.) – November 18, — The holiday season is just around the corner and along with it comes office parties, family functions and holiday feasts, each providing a fun and unique opportunity to select a new bottle of wine for the occasion. Almost 40% percent of wine sales happen in November and December and like so many other retail industries, local Colorado winemakers rely on strong sales during this time of year to be profitable. Supporting the local wine industry helps the Colorado economy, which is why the [Colorado Wine Board](#) is encouraging people to *“Uncork Colorado This Holiday Season and Drink Colorado Wine.”*

“Whether it be the right Riesling for Thanksgiving dinner, a robust Cabernet Franc to go with that Colorado lamb on Christmas or a delightful dessert wine for the finale, there is a Colorado wine that pairs perfectly for any holiday occasion,” said Doug Caskey, executive director of the Colorado Wine Industry Development Board. “We all know how important it is to support local farmers, restaurants and shops this time of year and the same applies to the wine industry.”

A wide variety of Colorado wines are available in local liquor stores all over the state. Ask your favorite retailer what Colorado wines he or she carries. And request that your local restaurant serve Colorado wines for your holiday office party. Most local wineries also have online sales available on their own websites which you can link to from www.coloradowine.com.

Those seeking the perfect holiday wine pairing need look no further than the 2015 Governor's Cup Case.

- Bookcliff Vineyard's (Boulder) 2014 Viognier or Guy Drew's (Cortez) 2012 Sweet Riesling are sure to please everyone at the table for the Thanksgiving turkey dinner;
- Colorado Cider Company's (Denver) “Grasshopah” or Redstone Meadery's (Boulder) “Nectar of the Hops” are a unique niche pairing for a sage-based stuffing and herbed turkey;
- When it comes to red meat such as Colorado lamb consider Creekside Cellars' (Evergreen) 2012 Petit Verdot or Turquoise Mesa's (Broomfield) Colorado Crimson, a Rhone-style blend featuring Syrah.;
- For dessert move onto the “Mocha Zinsation” from Aspen Peak Cellars' (Bailey) or Carlson Vineyards' (Palisade) Peach wine.

The holiday season is a good reminder of just how important the wine industry is to the state. Colorado is now home to over 130 licensed wineries and about 120 grape growers, who tend nearly 1,000 acres of vineyards. Colorado wineries produced 148,000 cases last year, which equaled nearly \$30 million in sales in fiscal year 2015. Once wine tourism was added to sales in a 2013 CSU economic impact study, it was determined that the Colorado wine and grape industry generated more than \$144 million in economic impact. The industry has sustained an average annual growth rate of nearly 15 percent over the last 22 years and provides 1,665 Colorado jobs.

THIS HOLIDAY
UNCORK  **COLORADO**
DRINK COLORADO WINE

The banner features a background image of a mountain range with a prominent mesa under a clear sky. The text is overlaid in white, with 'UNCORK' and 'COLORADO' in large, bold, sans-serif fonts. A small logo of a mountain peak with a leaf is positioned between 'UNCORK' and 'COLORADO'. The words 'THIS HOLIDAY' and 'DRINK COLORADO WINE' are in smaller, all-caps, sans-serif fonts. Horizontal lines are placed above and below the main text.