



COLORADO WINE INDUSTRY: VINEYARDS WITH AN ALTITUDE.



OUR TERROIR: VINEYARDS WITH AN ALTITUDE

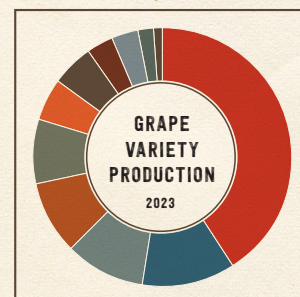
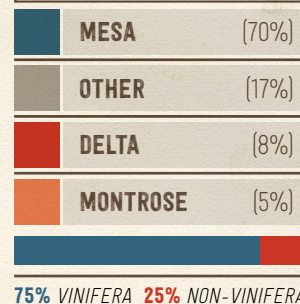
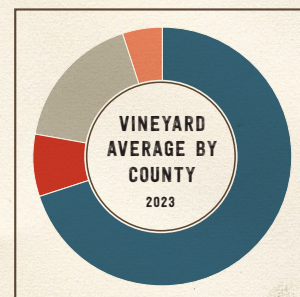
Colorado boasts grape-growing regions with elevations ranging from 4,000 to 7,000 feet, a distinction that sets us apart. These are the highest wineries in the Northern Hemisphere and among the highest globally. Our region benefits from abundant sunshine and high altitude that help mature the fruit and build natural sugars, while cool evenings help retain the acids necessary for premium winemaking. Colorado's alkaline soils give our wines a unique and distinct taste, similar to European wines. Merlots taste like Bordeaux, and Syrahs are similar to Rhône Valley reds. It's a testament to the region's natural advantages. The arid climate of Colorado keeps pest and disease pressures low, which means that we rarely need to use pesticides and other chemicals compared to grapes grown in more humid climates. This fact ensures the quality of our wines and underscores our commitment to sustainable practices.



PHOTO BY JOHN FIELDER

COLORADO'S WINE INDUSTRY IS OLDER THAN YOU MIGHT THINK

- 1882 - Gravity canal irrigation was introduced in the Grand Valley.
- 1890 - George A. Crawford plants 60 acres of grapes and other fruit on Rapid Creek above Palisade.
- 1909 - US Agriculture reports Colorado harvested over 1 million pounds of grapes.
- 1968 - Ivancie Cellars was established with Warren Winiarski's help. Having departed from the Robert Mondavi Winery in Napa, Winiarski began producing wine in Denver using California grapes before founding Stag's Leap Wine Cellars in 1970.
- 1977- Colorado Limited Winery Act enacted.
- 1982 - The Rocky Mountain Association of Vintners and Viticulturists, now known as the CO Association for Viticulture and Enology (CAVE), was formed.
- 1990 - Colorado Wine Industry Development Act enacted. The federal government establishes the Grand Valley American Viticultural Area.
- 2001 - The federal government establishes West Elks American Viticultural Area.
- 2018 - Enthusiast Magazine names Colorado one of the world's Top Ten Wine Getaways of 2018.
- 2020 - Colorado Mesa University receives \$150K to create the Warren Winiarski and Gerald Ivancie Institute of Viticulture and Enology.



OTHER	(41.06%)
CAB SAUV	(11.5%)
MERLOT	(10.17%)
RIESLING	(8.98%)
CAB FRANC	(8.23%)
SYRAH	(5.21%)
CHAMBOURCIN	(5.17%)
CHARDONNAY	(3.47%)
MALBEC	(3.26%)
GEWÜRZ	(2.01%)
PINOT NOIR	(0.95%)



173

In 2023, 173 wineries produced 182,091 cases. Those 173 wineries are made up of:

140 wineries
12 meaderies
20 cideries
1 sake producer

Average bottle price in 2019: \$21.79*

1,360

Wine, wine-related activities, and spillover spending from tourism support 1,360 jobs in the state.

\$221.8 million in total economic impact*

#1

USA Today named the Colorado Mountain Winefest (3rd weekend of every September in Palisade) as the best wine festival in the country. (coloradowinefest.com)

Colorado made the Top Ten Wine Getaways in the world by Wine Enthusiast Magazine in 2018.)

2023 GOVERNOR'S CUP COLLECTION

These wineries used Colorado grapes, honey, and other fruits to produce the twelve wines in the 2023 Governor's Cup Collection.

- Alfred Eames Cellars (Paonia) - 2019 Carmena
- Balistreri Vineyards (Denver) - 2022 Syrah
- BookCliff Vineyards (Boulder) - 2022 Syrah
- Dragon Meadery (Aurora) - Red Apple Cyser
- Restoration Vineyards (Palisade) - 2022 Sauvignon Blanc
- Sauvage Spectrum (Palisade) - 2022 Teroldego
- Sauvage Spectrum (Palisade) - 2022 Malbec
- Snowy Peaks Winery (Estes Park) - 2019 Élevé (Syrah/PS/Mourvedre)
- Snowy Peaks Winery (Estes Park) - 2022 Muscat Blanc
- The Peachfork (Palisade) - Pear Apple
- The Storm Cellar (Hotchkiss) - 2022 Albariño
- The Storm Cellar (Hotchkiss) - NV Gewürztraminer



OUR PORTFOLIO OF CULTIVARS

Colorado's wine production is a treasure trove of many varieties and styles, predominantly from *Vitis vinifera* cultivars. Bordeaux cultivars like Cabernet Sauvignon, Merlot, and Cabernet franc are widely known. The aromatic varieties of Riesling and Gewürztraminer are also popular. Rhône grape varieties, such as Syrah and Viognier, do well in Colorado. Many growers are starting to branch out from the traditional, and it's exciting to see new stars like Teroldego, which has been making a name by appearing in 4 of the past 5 Governor's Cup Collections.

Colorado's wine industry shows remarkable resilience despite recent cold-weather incidents impacting several harvests. Cold-hardy and French-American hybrids, such as Verona, La Crescent, Marquette, Petite Pearl, and Traminette, are gaining popularity, a testament to our industry's ability to adapt and thrive.

For more information about Colorado wines or the Colorado Wine Industry Development Board, visit coloradowine.com, or contact KYLE SCHLACHTER at 720.304.3406 or kyle.schlachter@state.co.us.

*2021 High Peak Strategy Economic Impact Study for 2019

