

DRAFT FOR CLIENT REVIEW (March 8, 2014)

Fact sheet for press kit or online newsroom; goal is to provide an overview on the diverse offerings in the region, as well as fun facts.

Wine, Beers and Spirits in the Finger Lakes Region Facts at a Glance

New York State Wines:

- Around 1,384 family-owned vineyards span a total of 32,000 acres in New York State.
- The average grape harvest in New York is worth \$32 million.
- Of the grapes harvested, 71 percent is for juice, 28 percent is for wine, and 1 percent is for fresh fruit.
- Of the approximately 212 wineries, 191 have been established since 1976, so this is a fairly new but booming industry.

Wines in the Finger Lakes:

- Finger Lake specialties include sparkling wines, Riesling, Pinot Noir and Ice Wine while the leading varieties are Chardonnay, Riesling, Pinot Noir and Cabernet Franc, as well as French-American varieties.
- Out of the five major areas of grape growing in New York, the Finger Lakes region has the greatest number of wineries. The region has 9,393 total acres of vineyards and 119 wineries.
- The growing season lasts about 190 to 205 days and produces 54,600 tons of grapes.
- Several environmental influences that affect the grapes and, in turn, the wine produced, include sloping on hills and air drainage, as well as the moisture and water from the Finger Lakes.
- The wines of the Finger Lakes are produced in a range of styles from dry, crisp early harvest whites to full-bodied dry reds to sweet and fruity blush wines.
- <http://www.fingerlakeswinecountry.com/> is a resource to book wine tours.
- The Finger Lakes Wine Festival is held at Watkins Glen in mid-July, offering tastings of many of the Finger Lakes wines.
- Many wineries offer tasting and tours, as well as restaurants showcasing their wines and local cuisine.

Finger Lakes

Breweries:

- The Finger Lakes region is one of the fastest growing regions in terms of craft beer.
- There are dozens of brewpubs (pubs that brew their own beer) as well as breweries.
- Home brewing also has grown exponentially. Stores like Ithaca Coffee Company carry kits and all the supplies needed to brew at home.
- Several homebrew associations are in Rochester, Canandaigua, Endwell, Endicott, Penfield, Manlius and Ithaca.
- In 2013, 11 new breweries popped up in the Ithaca Area, and 18 new members were added to the Beer Trail, a collection of breweries in the Ithaca area.
- Similarly, the breweries also have tastings and tours, such as Ithaca Brewery.

Other Spirits in The Finger Lakes:

- Spirits, such as whiskey, gin and vodka, are becoming popular in the Finger Lakes too due to the fertile ground and access to fresh crops and grains.
- The Finger Lakes is ideally positioned to grow grapes, berries, rye, corn, and other fruits and grains.

Other Resources:

- Edible Finger Lakes is an excellent resource on wine and wineries, breweries and distilleries in the Finger Lakes region. It features an annual issue on wines; every issue contains a Liquid Assets feature.

#