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# IDAHO WINE COMMISSION



# WHO AM I?

- Executive Director
- Seattle - WA WINE
- Wife & Mom
- Adventure
- Community





# Idaho Is All About ...







# What Do We Do?

**Be a united voice**  
to market, promote  
and champion all  
Idaho's grape  
growers and  
winemakers







**Values:**  
Inclusive, Kind,  
Clear and  
Respectful





**Vision:** Sustain a growing wine industry respected for it's committed growers and producers, passionate consumers and distinctive wines





# Why Idaho Wine? A Welcoming Culture







# History of Idaho Wine

- **1864:** 1st grapes planted in Lewiston
- **1919 - 1933:** Prohibition
- **1984:** Idaho Wine Commission formed
- **2007:** Snake River Valley AVA is approved





# 2002

11 wineries in Idaho. More vineyards are being planted

# 2010

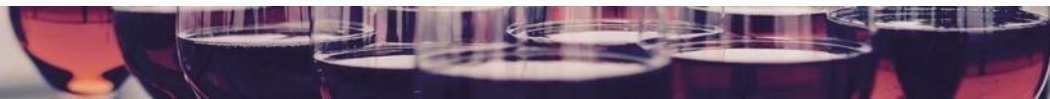
43 wineries in Idaho. 1,200 acres planted.

# 2013

50 wineries in Idaho. Continued local awareness.

# 2021

69 wineries  
3 American Viticulture Areas  
Just Over 1,300 total acres





# What's Our Goal By 2029?

- 2,000 + acres planted
- 100 + Wineries
- 15% Market Share







# Economic Impact

- \$73 million 2008
- \$169.3 million 2013
- \$209.6 million 2017





# Facts and Stats

**\$209.6**

**MILLION**

*economic impact in 2017*

**600-3,000**

**FEET**

*elevation*

**1,300**

**ACRES**

*planted*



**2,118**

**TONS**

*harvested in 2019*

**447,213**

**GALLONS**

*produced in 2019*

**160,000**

**CASES**

*of wine produced annually*

**69**

**WINERIES**

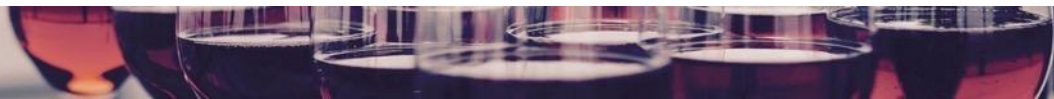
*in Idaho*





# Growing Idaho Grapes

- Rich volcanic soil
- Abundant sun and water
- High-elevation vineyards
- Four distinct seasons
- Winter dormancy
- Warm growing season

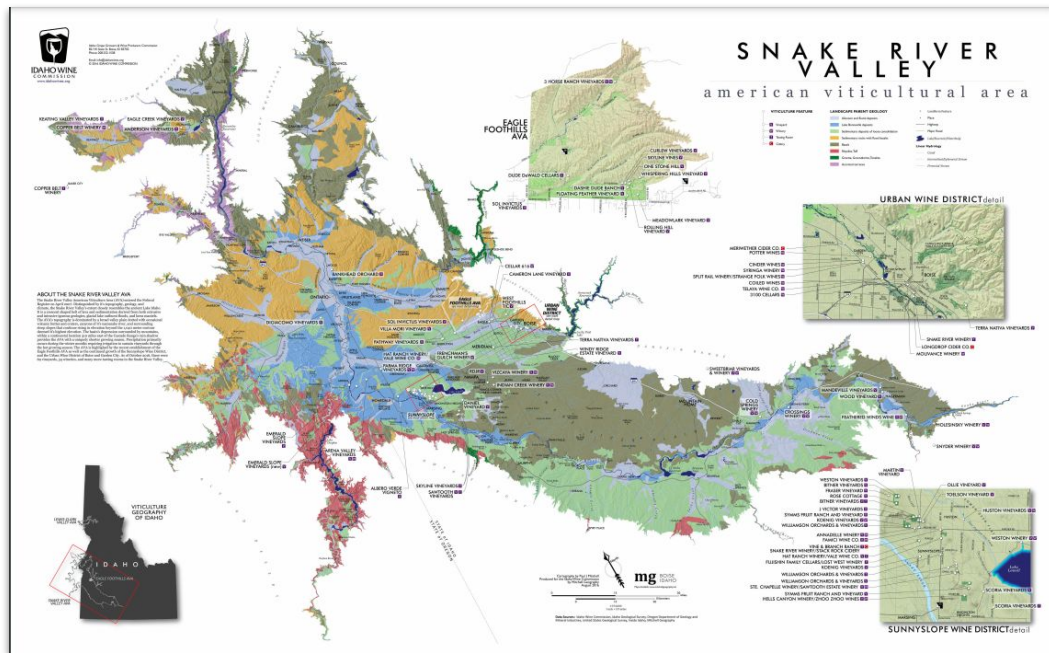






# Snake River Valley AVA

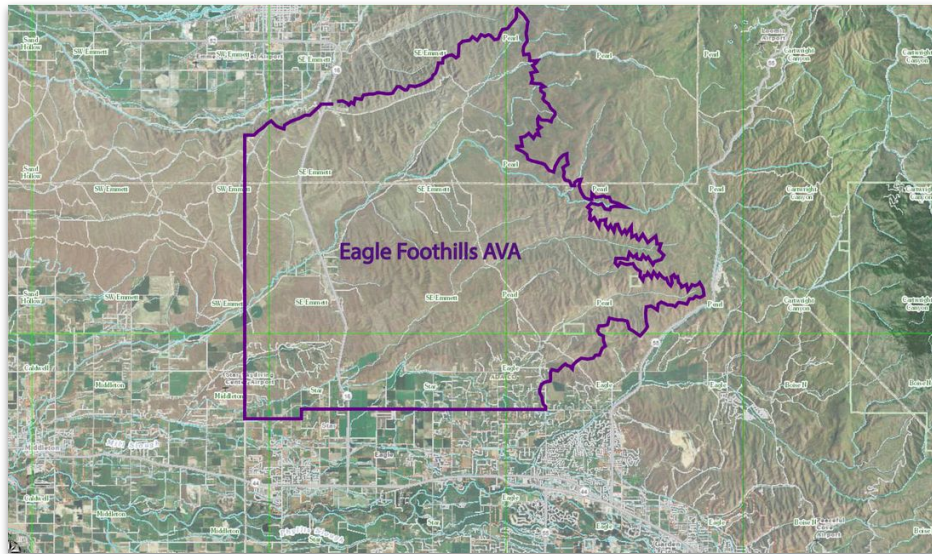
- April 2007
- 8,263 sq. miles
- 1,125 Acres Planted
- 46 Wineries





# Eagle Foothill AVA - *Sub AVA*

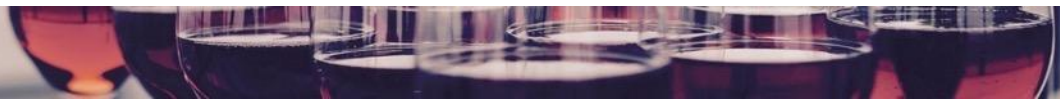
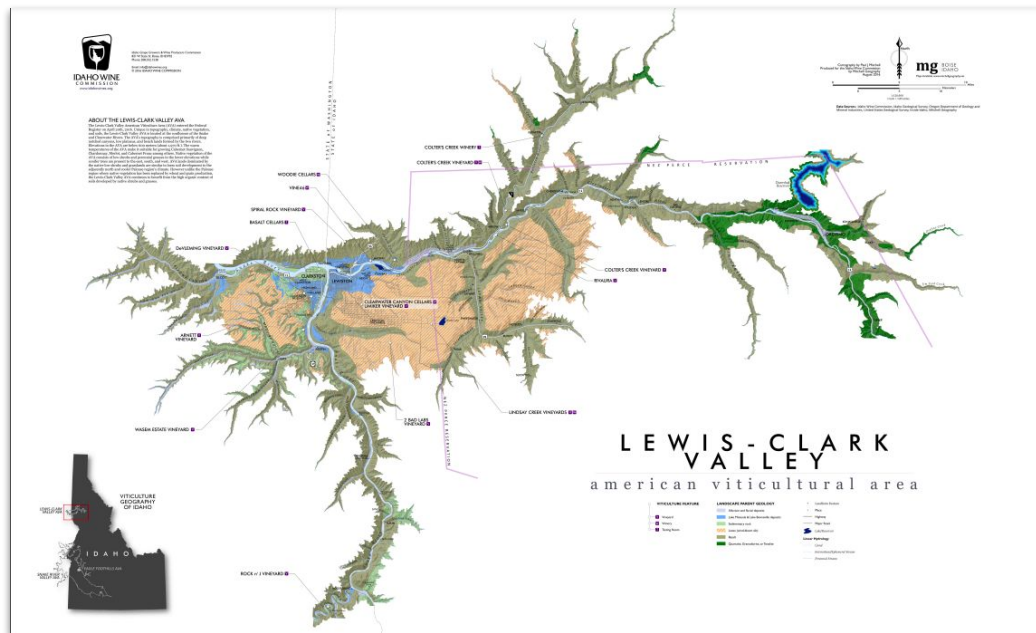
- November 2015
- 49,815 acres
- 80 Acres Planted
- 3 Wineries





# Lewis Clark Valley AVA

- April 2016
- 479 sq. miles
- 81 Acres Planted
- 11 Wineries







# Brand Loyalty

- Savor Idaho
- Passport
- Media Tours/Missions
- Idaho Wine & Cider Month

# SAVOR IDAHO



# SAVOR IDAHO

## 2021 "TO GO" PASSPORT

IDAHO WINE  
COMMISSION

*Idaho has one of the fastest growing wine regions in the country*

*with the natural resources to sustain world-class vineyards and wineries statewide. The state's rich, volcanic soils; desert climate; and direct access to water make it an ideal location for fruit-forward wines with good structure.*



**FREE DOG WINES**

2019 ALBARIÑO  
Snake River Valley AVA \$18



**SAWTOOTH ESTATE WINERY**

2020 CLASSIC FLY  
CHENIN BLANC  
Snake River Valley AVA \$24



**CLEARWATER  
CANYON CELLARS**

2018 MERLOT  
Lewis-Clark Valley AVA \$28



**TELAYA WINE CO.**

2018 SNAKE RIVER SYRAH  
Snake River Valley AVA \$34



**COLTER'S CREEK WINERY**

2018 FONDO SYRAH  
Lewis-Clark Valley AVA \$25

*Colter's  
CREEK*

**COLTER'S CREEK WINERY**

ColtersCreek.com | (208) 276-3533

2018 Fondo Syrah, LCV \$25  
2018 Koos•Koos•Kia Red, LCV \$22  
2018 Tempranillo, LCV \$22

Free wine tasting with purchase of any bottle.

*Dude DeWalt  
CELLARS*

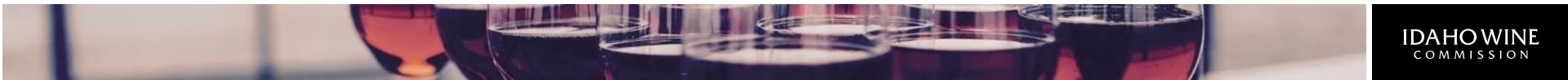
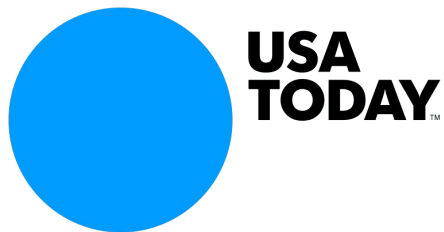
**DUDE DEWALT CELLARS**

DudeDeWalt.com | (208) 901-3925

2018 Idaho Malbec, SRV \$30  
2018 Barbera, Washington \$36  
2020 Chardonnay, Washington \$23

15% off a 6 bottles.

IDAHO WINE  
COMMISSION





# Education

- Vineyard & Winery Education
- Industry Seminars
- Boot Camps (*Trade Focused*)
- Idaho Wine Competition







# Legislation

- Land use
- What is a winery?







# Always Educating, Always Promoting





# What's Next

- Restaurant Support Campaign
- Savor Idaho TO GO Passport
- 2022 Legislation
- Summer work force
- Keep talking





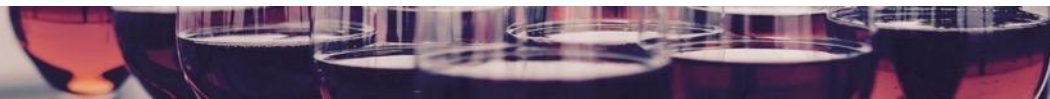
# How you can support Idaho Wines?

- Participate in Events
- Buy Idaho Wine
- Ask for Idaho wine





# Idaho ... More Than Just Wine





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