



MEDIA KIT

missouriwine.org

Introduction



As one of the oldest grape growing regions in the United States, wine is an integral component of the history, culture and economy of Missouri communities across the state. This media kit provides helpful background information and resources for media, from the story behind Missouri's most-popular grape varieties, to wine history and travel experiences.

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History



1837

German settlers established the town of Hermann on the banks of the Missouri River. Although too rocky for many crops, the ground around Hermann was well-suited for growing wine grapes. A decade later, Hermann's wineries were producing more than 10,000 gallons of wine a year. Eventually, more than 60 wineries populated the small town, and by the 1880s, wine lovers in America and Europe were enjoying two million gallons of Missouri wine each year.

1870s

In 1868, British-American Charles Valentine Riley was appointed as the state of Missouri's first entomologist. Riley is recognized as one of the first entomologists to observe that many North American grape varieties were resistant to a dangerous vineyard pest - the phylloxera louse - which was also responsible for destroying enormous tracts of vineyards in France during the decade. Missouri helped rebuild the European vineyards by sending phylloxera resistant American rootstock to be grafted with French vine cuttings. The resultant vines proved extremely hardy, and soon the French wine industry was back on its feet.

Late
1800s

Italian immigrants established vineyards in the St. James area of Missouri. Missouri's wine industry thrived at the turn of the century, with about 100 wineries throughout the state.

1919

Prohibition dealt a near fatal blow to the Missouri wine industry. When the 18th Amendment was repealed 13 years later, little remained of the once strong industry. Negative aftereffects of Prohibition, in the form of high liquor taxes and license fees, lingered for decades and prevented the wine industry from reestablishing itself.

1960s
1970s

The rejuvenation of the commercial wine industry in Missouri began with the restoration of several original wineries including Adam Puchta Winery, Hermannhof Winery, Mount Pleasant Estates and Stone Hill Winery. Visionaries worked hard to regain the former stature of the wine industry as America's cultural preferences for wine became more enthusiastic amid an evolving regulatory environment.

1980s

A new tax on wine provided for the establishment of the Missouri Wine and Grape program. A state viticulturist was hired to assist in the restoration process, and Missouri State University's fruit experiment station began working with winemakers to determine grape varieties suitable for Missouri's climate. Augusta became the first federally recognized American Viticultural Area (AVA) in 1980. The wine regions around Hermann, the southwest Missouri Ozark mountains and highlands, the northwestern part of Missouri and the south central region around St. James have also been designated as AVAs.

2003

The Norton varietal becomes Missouri's official state grape.

2006

The Institute for Continental Climate Viticulture and Enology (ICCVE) is established. ICCVE, now known as the Grape and Wine Institute, conducts research on grape varieties and vineyard management techniques that contribute to the growth of the wine industry in Missouri and the Midwest.

2011

Missouri celebrates the opening of its 100th winery.

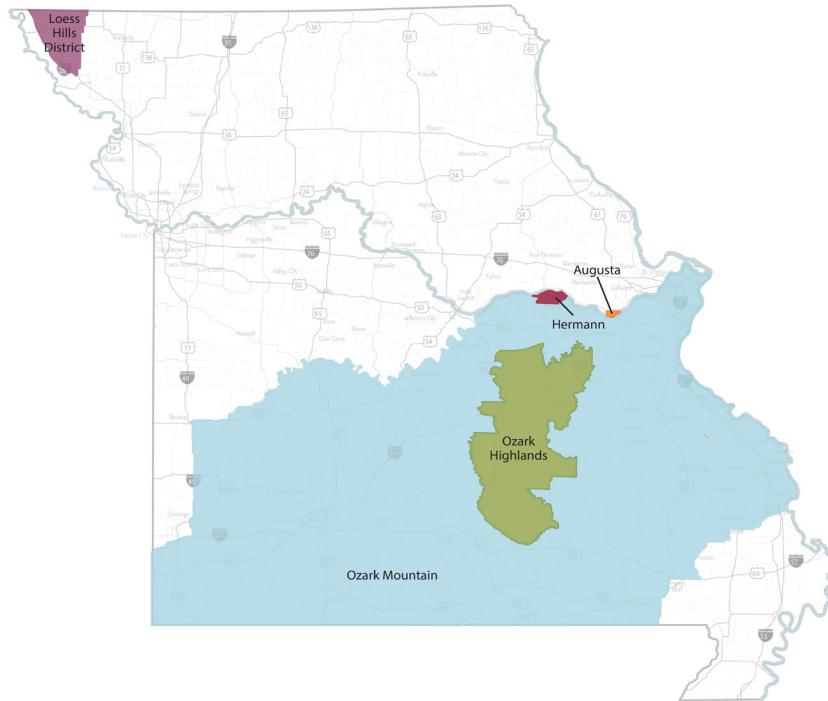
2017

A new economic impact study shows that the Missouri wine and grape industry generates \$3.2 billion for the Show-Me State, \$1 billion in annual wages, 28,052 jobs and brings in 875,000 wine-related tourists each year.



AVAs

An American Viticultural Area (AVA) is a designated wine grape-growing region in the United States distinguishable by geographic features, with boundaries defined by the Alcohol and Tobacco Tax and Trade Bureau (TTB). Missouri is home to the country's first AVA in Augusta.



1 AUGUSTA

The 15-square-mile Augusta AVA is recognized as one of America's oldest and foremost grape and wine districts. In the mid-1800s, German immigrants found the Missouri River area just west of St. Louis to be well-suited for growing grapes.

2 OZARK MOUNTAIN

The Ozark Mountain AVA covers a vast 3,500,000 acres in southern Missouri, extending into northwest Arkansas and northeast Oklahoma. It is the sixth largest AVA in the United States.

3 HERMANN

The Hermann AVA consists of 51,200 acres in the Hermann area between St. Louis and Jefferson City, Missouri. German immigrants settled the Missouri River Valley area in the 1830s and began planting vineyards in what is today one of the most historic wine regions in the country.

4 OZARK HIGHLANDS

The Ozark Highlands AVA encompasses 1,280,000 acres in south-central Missouri, covering portions of eleven Missouri counties including the town of St. James.

5 LOESS HILLS

Located in western Iowa and northwestern Missouri, the Loess Hills District AVA is a long, narrow north-south orientated swath of land covering 12,897 square miles along the Big Sioux and Missouri Rivers. Extremely deep layers of wind-deposited loess soil and rolling-to-steep hills characterize the region.

Industry Production & Economic Impact

— BY THE NUMBERS —



WHAT'S IN A BOTTLE?



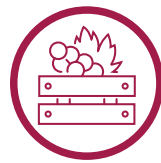
130+ Wineries



\$3.2B Economic Impact Annually

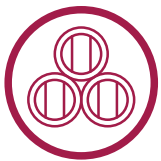


425 Grape Growers



1,700 Acres

3-4 Tons of Grapes Yielded per Acre



1.16M Gallons Sold Annually



28,052 Jobs Supported
\$1B Wages Annually



875,700 Wine-Related Tourists Annually



\$218.5M Federal Taxes Paid Annually



Sources:

Tourism Study:
Economic Impact of
Tourism in Missouri Report
Tourism Economics/TNS Travels
America Data July 2015 - June 2016
(FY16)

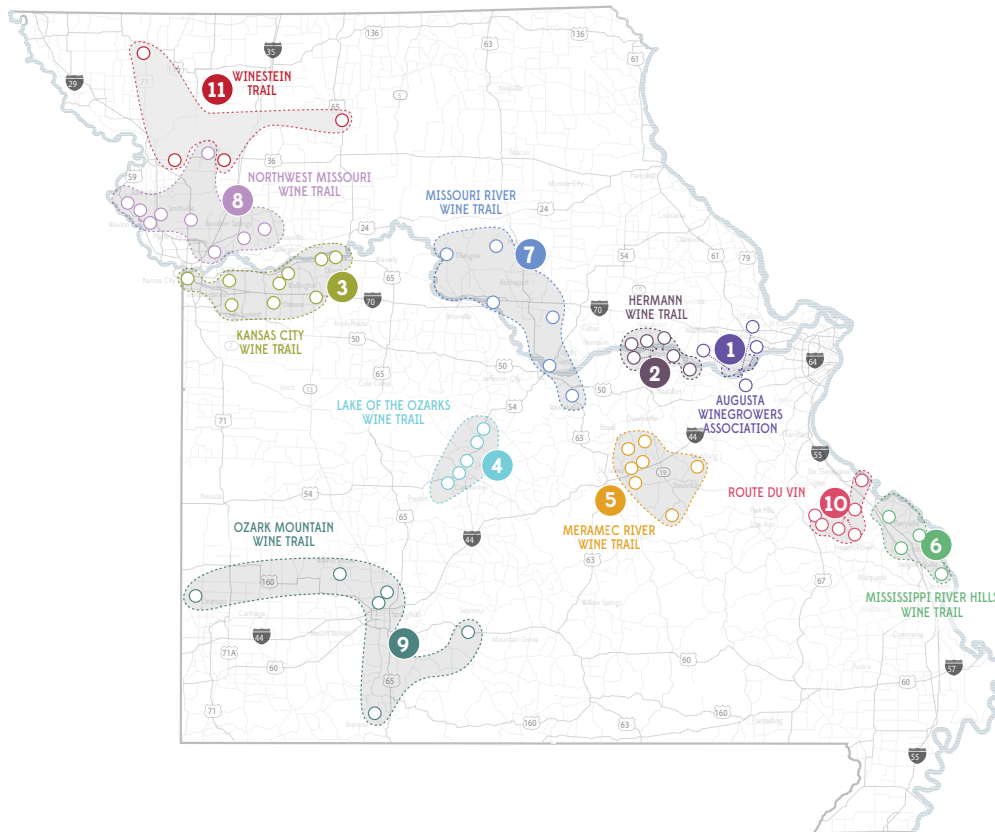
Wine America: 2017 Economic Impact Report on American
Wine Industry Prepared by John Dunham & Associates, New York



Geography



With more than 130 wineries and eleven wine trails, nearly every region of the Show-Me State has a winery to explore.



1

AUGUSTA WINE TRAIL

The Augusta Wine Trail is located in the heart of the country's first designated American Viticultural Area. Wineries along the trail include Augusta Winery, Balducci Vineyards, Montelle Winery and Noboleis Vineyards. **Visit augustawinetrail.com to learn more.**

2

HERMANN WINE TRAIL

The Hermann Wine Trail boasts breathtaking vistas and historic wineries along the trail between Hermann and New Haven. Wineries along the trail include Adam Puchta Winery, Bias Winery & Gruhlke's Microbrewery, Hermannhof Winery, OakGlenn Winery, Röbbler Vineyard & Winery and Stone Hill Winery. **Visit hermannwinetrail.com to learn more.**

3

KANSAS CITY WINE TRAIL

The Kansas City Wine Trail is home to great wines and friendly people throughout the Kansas City region. Wineries along the trail include Albonée Country Inn & Vineyards, Amigoni Urban Winery, Arcadian Moon Winery & Brewery, Baltimore Bend Vineyard, Fahrmeier Family Vineyards, La Bella Vineyards & Winery, Odessa Country Winery, Stonehouse Farms Vineyard & Winery and Terre Beau Winery. **Visit kcwineries.com to learn more.**

Geography



4

LAKE OF THE OZARKS WINE TRAIL

The Lake of the Ozarks Wine Trail offers scenic beauty paired with fine wine and gourmet food to make for memorable experiences in any season. Wineries along the trail include Dale Hollow Winery, Golden Rock Winery, Seven Springs Winery, Shawnee Bluff Vineyards and Shawnee Bluff Winery. **Visit lakeoftheozarkswinetrail.com to learn more.**

7

MISSOURI RIVER WINE TRAIL

The Missouri River Wine Trail runs along the Missouri River through the heart of the Show-Me State. Wineries along the trail include Bushwhacker Bend Winery, Canterbury Hill Winery & Restaurant, Cooper's Oak Winery, Hummingbird Winery, Les Bourgeois Vineyards, Serenity Valley Winery and Westphalia Vineyards. **Visit missouririverwinetrail.com to learn more.**

10

ROUTE DU VIN

The Route du Vin exemplifies the fine wines and French heritage of the Ste. Genevieve area, just southeast of St. Louis. Wineries along the trail include Charleville Vineyard Winery & Microbrewery, Chaumette Vineyards & Winery, Sainte Genevieve Winery, Sand Creek Vineyard and Twin Oaks Vineyard & Winery.

5

MERAMEC RIVER WINE TRAIL

The Meramec River Wine Trail is nestled between the beauty of the Ozark Highlands and the picturesque waterways of the Meramec River. Wineries on this trail include Belmont Vineyards & Winery, Eagles' Landing, Heinrichshaus Vineyard & Winery, Peaceful Bend Vineyard, Red Moose Vineyard and St. James Winery. **Visit www.meramecriverwinetrail.com to learn more.**

8

NORTHWEST MISSOURI WINE TRAIL

The Northwest Missouri Wine Trail offers nearly a dozen welcoming wineries in the northwest area of Missouri. Wineries along the trail include Belvoir Winery, Fence Stile Vineyards & Winery, Jowler Creek Vineyards & Winery, Ladoga Ridge Winery, Pirtle Winery, Riverwood Winery, Van Till Family Farm Winery, Weston Wine Company and Windy Wine Company. **Visit nwmowine.com to learn more.**

11

WINESTEIN TRAIL

The WineStein Trail is located in the northwest part of Missouri. You will enjoy the scenery as you drive between each location along the WineStein Trail. Wineries along the trail include Backyard Vine & Wine, Black Silo Winery, Grindstone Valley Winery and Tipple Hill Winery. **Visit winesteintrail.com to learn more.**

6

MISSISSIPPI RIVER HILLS WINE TRAIL

The Mississippi River Hills Wine Trail meanders through the rolling hills of Southeast Missouri along the mighty Mississippi River. Wineries along the trail include Apple Creek Vineyard & Winery, Hemman Winery and The Barrens Winery. **Visit mississippiriverhillswinetrail.com to learn more.**

9

OZARK MOUNTAIN WINE TRAIL

The Ozark Mountain Wine Trail travels through the remote, rugged and beautiful scenery of the Ozark Mountains. Wineries along the trail include 7C's Winery, Christine's Vineyard, Keltoi Vineyard & Winery, Lindwedel Winery and Tyler Ridge Vineyard Winery. **Visit ozarkmountainwinetrail.org to learn more.**



CATAWBA

A pink grape discovered by the Catawba River in North Carolina, Catawba is used in the production of pink and rosé wines. Catawba produces a medium-bodied, sweet, fragrant, strawberry-like wine.

CATAWBA PAIRS WELL WITH	
Cheese and Nuts	Baby Swiss, Jalapeno Jack, Candied Pecans
Protein	Roasted Chicken, Cold Cuts, Pork Chop, Tuna, Crab
Herbs and Veggies	French Fries, Rosemary, Cinnamon
Sauces and Spices	Sweet Barbecue, Chutney
Fruits and Sweets	Melon, Grapes, Cherry, Praline, Angel Food Cake, Ice Cream



CHAMBOURCIN

This medium-bodied, red wine is the perfect gateway to dry red wines. Fruity (think cherry) and earthy with soft tannins, this French-American wine is great on its own but even better with food.

CHAMBOURCIN PAIRS WELL WITH	
Cheese and Nuts	Camembert, Brie, Walnuts
Protein	Pork Loin, Short Ribs, Sausage, Burgers, Swordfish
Herbs and Veggies	Mushrooms, Nutmeg, Clove, Cinnamon
Sauces and Spices	Mushroom, Red Sauce, Applesauce
Fruits and Sweets	Strawberry, Figs, Cobbler, Chocolate Cake



CHARDONEL

This French-American hybrid grape is a cross of the famed Chardonnay grape with the popular Seyval Blanc. Chardonel can be fermented in oak barrels or stainless steel tanks.

CHARDONEL PAIRS WELL WITH	
Cheese and Nuts	Monterey Jack, Havarti, Gouda, Almonds
Protein	Smoked Pork, Grilled Chicken, Trout, Halibut, Sea Bass
Herbs and Veggies	Portabella, Mushrooms, Rosemary, Tarragon, Basil
Sauces and Spices	Cream Sauce, Pesto
Fruits and Sweets	Apple, Banana Bread, Vanilla Pudding



CONCORD

Discovered in Concord, Massachusetts, Concord is called America's original dessert wine. Concord is famous for its deep purple color, intense fruity flavor and classic sweetness.

CONCORD PAIRS WELL WITH	
Cheese and Nuts	Cheddar, Aged Cheese, Candied Nuts
Protein	Pork Chop, Orange Chicken, Barbecue Beef, Spicy Seafood
Herbs and Veggies	Nutmeg, Vanilla
Sauces and Spices	Peanut Butter, Avoid Tomato Sauce
Fruits and Sweets	Poached Pear, Figs, Grapes, Chocolate Truffle



NORTON

Norton is an American grape, originally found near Richmond, Virginia. A hardy grape with vigorous vines, Norton is Missouri's official state grape. It is often produced as a rich, full-bodied dry red wine with berry flavors and spicy overtones.

NORTON PAIRS WELL WITH	
Cheese and Nuts	Cheddar, Blue Cheese, Hazelnuts
Protein	Smoked Meats, Lamb, Venison, Beef, Salmon, Blackened Fish
Herbs and Veggies	Caramelized Onion, Tomato, Rosemary, Nutmeg, Black Pepper
Sauces and Spices	Garlic Sauce, Tomato Sauce, Barbecue Sauce
Fruits and Sweets	Black Cherry, Berries, Dark Chocolate, Spice Cake



SEYVAL BLANC

A French-American hybrid grape that makes a dry to semi-dry, clean, crisp medium-bodied wine with an herbal, fresh flavor. Barrel fermented Seyval Blanc wines take on an oak complexity indicative of Chardonnay.

SEYVAL BLANC PAIRS WELL WITH	
Cheese and Nuts	Goat Cheese, Brie, Havarti, Almonds
Protein	Chicken, Trout, Veal, Veggie Burgers
Herbs and Veggies	Mixed Greens, Broccoli, Basil, Rosemary
Sauces and Spices	Vinaigrette, Sesame, Pesto, Garlic
Fruits and Sweets	Citrus, Melon, Pear Tart



TRAMINETTE

Traminette is a hybrid grape with floral, fruity aromas. Traminette ranges from dry to semi-dry or even semi-sweet. Floral aromas are met with citrus fruit flavors, a tangy acidity and a touch of spice.

TRAMINETTE PAIRS WELL WITH

Cheese and Nuts	Munster, Gorgonzola, Spicy Cashews
Protein	Pork, Curried Chicken, Cajun Fish, Trout, Mussels, Shrimp
Herbs and Veggies	Basil, Chili, Garlic
Sauces and Spices	Curry, Spicy Asian
Fruits and Sweets	Fresh Fruit, Flan



VIDAL BLANC

Often dry to semi-dry with fragrances of a fresh summer garden, this wine encompasses clean, citrus fruit flavors of apples and lemon. Simple, fresh ingredients like basil and garlic, as well as seafood and poultry, are best with this wine.

VIDAL BLANC PAIRS WELL WITH

Cheese and Nuts	Herbed Goat Cheese, Mozzarella, Pine Nuts
Protein	Salmon, Ceviche, Crab Cakes, Sushi, Shrimp, Chicken
Herbs and Veggies	Broccoli, Asparagus, Split Pea Soup
Sauces and Spices	Olive Oil, Light Cream, Butter
Fruits and Sweets	Citrus, Melon



VIGNOLES

One of Missouri's most versatile white grapes, this French-American hybrid produces wines ranging from dry to sweet, late harvest dessert wines. Vignoles' luscious floral aroma and fruity flavors of pineapple and apricot make this white wine very popular.

VIGNOLES PAIRS WELL WITH

Cheese and Nuts	Swiss, Spiced Pecans, Candied Walnuts
Protein	Asian Chicken, Spicy Pork Ribs, Mexican Dishes, Seafood Curry
Herbs and Veggies	Spicy Peppers, Chili, Ginger
Sauces and Spices	Spicy Barbecue, Chutney
Fruits and Sweets	Strawberry, Apricot, Crème Brûlée, Cheesecake



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