

# Wine Industry Metrics - Winery Database - November 2018

Wines Vines Analytics

## U.S. Winery Database

During November, we added 258 new U.S. wineries, sweeping in a wave of openings in the 4th quarter. These wineries opened across 38 states. Sixty six new wineries were identified in California. New York, Ohio, Oregon, Texas, Virginia and Washington all had 10 or more new wineries added.

| Winery Database » | Month  |
|-------------------|--------|
| November 2018     | 10,016 |
| November 2017     | 9,608  |

Although Wines Vines Analytics releases reports monthly, these tables are published semi-annually as a benchmark. The figures below reflect the winery universe as of July 1, 2018.

| U.S. Wineries - Count by State<br>July 2018<br>source: Wines Vines Analytics |              |     | U.S. Wineries - Annual Production (Cases)<br>July 2018<br>source: Wines Vines Analytics |              |                |      |
|--|--------------|-----|---|--------------|----------------|------|
| State  | Winery Count | %   | State   | Winery Count | Net Production | %    |
| California   | 4,425        | 45% | California  | 4,425        | 284,000,000    | 86%  |
| Washington   | 776          | 8%  | Washington  | 776          | 15,000,000     | 5%   |
| Oregon   | 773          | 8%  | New York  | 396          | 12,000,000     | 4%   |
| New York   | 396          | 4%  | Oregon  | 773          | 4,500,000      | 1%   |
| Texas  | 323          | 3%  | Texas   | 323          | 1,900,000      | 1%   |
| Virginia   | 280          | 3%  | Michigan  | 189          | 1,200,000      | - %  |
| Pennsylvania   | 276          | 3%  | North Carolina  | 169          | 1,000,000      | - %  |
| Ohio   | 226          | 2%  | Virginia  | 280          | 1,000,000      | - %  |
| Michigan   | 189          | 2%  | Illinois  | 115          | 1,000,000      | - %  |
| North Carolina   | 169          | 2%  | Pennsylvania  | 276          | 950,000        | - %  |
| Missouri   | 145          | 1%  | Ohio  | 226          | 850,000        | - %  |
| Colorado   | 129          | 1%  | All other states  | 1,814        | 6,755,000      | 2%   |
| Illinois   | 115          | 1%  | Total U.S. Wineries   | 9,762        | 330,155,000    | 100% |

|                     |       |      |
|---------------------|-------|------|
| All other states    | 1,540 | 16%  |
| Total U.S. Wineries | 9,762 | 100% |

Note: Winery production includes all wine produced at a location including custom production for other wineries. When summary totals are reported geographically, these custom amounts are netted to prevent double counting.

## Winery Size

| U.S. Wineries - By Winery Size<br>July 2018<br>source: Wines Vines Analytics |       |      |
|--|-------|------|
| Winery Count   | %     |      |
| Large (500,000+)   | 73    | 1%   |
| Medium (50,000 - 499,999)  | 259   | 3%   |
| Small (5,000 - 49,999)   | 1,612 | 17%  |
| Very Small (1,000 - 4,999)   | 3,713 | 38%  |
| Limited Production (< 1,000)   | 4,105 | 42%  |
| Total U.S. Wineries  | 9,762 | 100% |

| U.S. Wineries - By Average Bottle Price<br>July 2018<br>source: Wines Vines Analytics |              |      |
|---|--------------|------|
| Average Bottle Price  | Winery Count | %    |
| \$1 - \$10.99   | 175          | 2%   |
| \$11 - \$19.99  | 2,991        | 31%  |
| \$20 - \$29.99  | 3,133        | 32%  |
| \$30 - \$39.99  | 1,451        | 15%  |
| \$40 - \$59.99  | 1,297        | 13%  |
| \$60 - \$99.99  | 506          | 5%   |
| \$100 and over  | 209          | 2%   |
| Total U.S. Wineries   | 9,762        | 100% |

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