



**VIVA
VINO**

NEW MEXICO WINE



KEY TAKEAWAYS

- 2023 Festival Recap and Harvest Report
- Economic Impact of New Mexico Wine
- Vine Fund results and next steps
- Viva Vino wine bar and website launch
- Higher Ed partners and programs
- 5 year plan leading to 400th Anniversary



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2023 WINE FESTIVAL RECAP

- 35,000 festival attendees over 4 events
- 28 participating wineries
- 135 non-winery vendors
- 10% out of state attendance and growing
- 600 pounds of grapes are stomped
- \$5MM economic impact over 4 events



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2023 HARVEST REPORT

- April frost event kills early Chardonnay
- June temps and rainfall great for vines
- Mid-summer drought / heat problematic
- August rainfall delays harvest
- Sept – Oct harvest in full swing
- Quality of vintage? Wait and see...



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**Economic Impact of Wine Industry
2022 Data
New Mexico**



Direct Economic Impact			
	Jobs	Wages	Output
Winery ¹	669	\$28,567,100	\$211,522,400
Vineyard ²	15	\$415,200	\$782,700
Wholesale	209	\$11,483,100	\$50,418,400
Retail	3,370	\$105,894,300	\$243,446,000
Associations	6	\$445,400	\$1,322,500
Research and Education	4	\$362,800	\$807,100
Tourism	333	\$8,088,000	\$22,294,800
Total	4,606	\$155,255,900	\$530,593,900

	Federal	State and Local	Total
Business Taxes	\$49,198,000	\$31,612,300	\$80,810,300
Consumption Taxes	\$3,913,200	\$31,592,700	\$35,505,900
Total Taxes	\$53,111,200	\$63,205,000	\$116,316,200

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NEW MEXICO VINE FUND

- \$1MM appropriation in 2022
- \$5 reimbursement per vine, max \$50K
- 2022 – 9 Applications = 55,000 vines
- 2023 – 14 applications = 68,000 vines
- 2022-2023 investment = \$536,000
- 2024 remaining funds = \$394,000

NEW MEXICO VINEYARDS & NURSERY DEMING, NM



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VIVAC WINERY
DIXON, NM



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NOISY WATER WINERY RINCON, NM



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*LESCOMBES FAMILY WINERY
LORDSBURG, NM*



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VINE FUND ROI

- 1 acre vineyard = 1,000 vines = \$5,000
- 100 acres = 100,000 vines = \$500,000
- 100 acres = 25,000 cases = 300K bottles
- 25,000 cases = \$23,000 Excise Tax
- 300,000 bottles = \$440,000 GRT
- New Mexico will add between 250 - 280 new vineyard acres from 2022 – 2024



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VIVA VINO WINE BAR

- \$250,000 USDA VAPG grant in 2022
- Identifying suitable Albuquerque location
- Sales channel for member wineries
- “Wine Welcome Center” for tourism
- Awarded \$40k Visit ABQ accelerator grant
- Grand opening + Web launch Spring 2024



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HIGHER ED PARTNERS

- NMSU Food Science – SPICA Analyzer
- Extensions Viticulturist – vine consultant
- Extensions Enologist – wine consultant
- CNM Beverage Management Program
- Industry needs a trained workforce
- Scholarships / \$6K CNM + \$6K NMSU

**“I work in tourism
because it allows
me to share my product
with people that
visit our great state!”**

Noisy Water Winery & Cellars
President/Winemaker
Jasper Riddle



#NEWMEXICO *True*

Adventure that Feeds the Soul.

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NOISY WATER LEDA GRANT

- \$225,000 LEDA for winery expansion
- New facility on 36 acres in Alto/Ruidoso
- Increase from 35K cases to 100K cases
- 25 new jobs w/ average salary of \$42,000
- Expand employee housing program
- Econ Impact: \$56 million over 10 years



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2029 is the 400th Anniversary

- Quadricentennial - 5 Year strategic plan
- Renewal of the Vine Fund in 2024
- Renovate Ag building at NM State Fair
- Expand wine lab equipment at NMSU
- Add an Extensions Enologist at NMSU
- Marketing for advertising: NMTD/NMDA
- Essential wine route signage program

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16

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