

OUTLIER BRILLIANCE

New Frontiers of the U.S. Wine Industry



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U.S. STATE WINE HISTORY:



- They called us “VINLAND”
- First vinifera: 1629 in **New Mexico**
- 1802 successful Catawba in **Ohio** – renowned sparkling
- Fungal disease issues drove industry to Lake Erie/Finger Lakes—**New York**
- 1769: **California** by Spanish Catholic Missionaries, “Mission”
- French immigrant Jean-Louis Vignes imported French vines
 - 1851: 40k vines making 1,000 barrels a year
- 1920-1933: Prohibition
 - 1919: 55 million gallons > 1925: 3.5 million gallons
- Post-prohibition: sweet jug wines ~ AVA system (late 1970s) ~ UC Davis
~1976 Judgement of Paris



U.S.A WINE REGIONS



Map: vineyards.com



WINE 1) 2013 CELLARDOOR BLANC DE BLANCS

- 11.4% abv TA: 8.6 pH: 3.32
- MLF, then 15 mo. sur lie in neutral barrels (weekly bâtonnage)
- Brut: 15 g/l
- 183 Cases
- Bottled: 7/21/14 – Disgorged: 5/1/16
- 100% Estate fruit
- SRP: \$50

▪ IS FROM...



MAINE!

- Industry began in 1983: 1 winery making blueberry wine
- Now **21** wineries
- Mostly near south-western coast
- Wine from grapes, native fruits, even maple syrup



CELLARDOOR 

CELLARDOOR WINERY

- Founded late 1990s ~ New ownership 2007
- Aaron Peet, winemaker
 - 5.5 ha: Frontenac, Frontenac Gris, Marquette, etc.
- 2012: first harvest
- 2013 BdB: *30% Cayuga White, 29% Frontenac Gris, 26% Frontenac Blanc, 15% Seyval*
- 9 whites, 15 reds, 2 sparkling, 4 dessert
- Symbol: hobo mark
- Located 4 miles inland from Penobscot Bay, topsoil over heavy clay, netting important, cane-trained VSP
- State-of-the-art winery
- Donation/sponsorship efforts



WINE 2) 2016 MOUNT PLEASANT BETHLEHEM VALLEY CHARDONNAY

- Vines approx. 9 years old
- Vineyard on deep ice age deposit shelf
- French oak-aged 5-6 months, new & 2 year
- MLF, slight time on lees
- SRP: \$40

▪ IS FROM...





MISSOURI!

- Area of Augusta appellation planted 1830s
- 1860s: made more wine than CA & NY together
- Prohibition: G-men set fire to vineyards
 - Legend: Missouri river ran red with 3m gallons of wine (environmental disaster)
- Dressel's extended family replanted in 1967
- USA's first AVA, June 1980 (Mt. Pleasant initiated)
- 114 wineries
- State government support



Mount Pleasant
ESTATES

MOUNT PLEASANT ESTATES

- Founded sometime late 1780s-1790s by Daniel Boone's frontiersmen
 - Osage tribe original residents
- 25 years later, German settlers: Muench family
- 1859-1920 Mount Pleasant Wine Company
- 1967 Dressel family restored
- 2018 is 108th harvest
- ~25,000 cs production
- Vin d'ordinaire (Mount Pleasant Winery) ~\$8-14
- Mount Pleasant Estates ~\$30-95

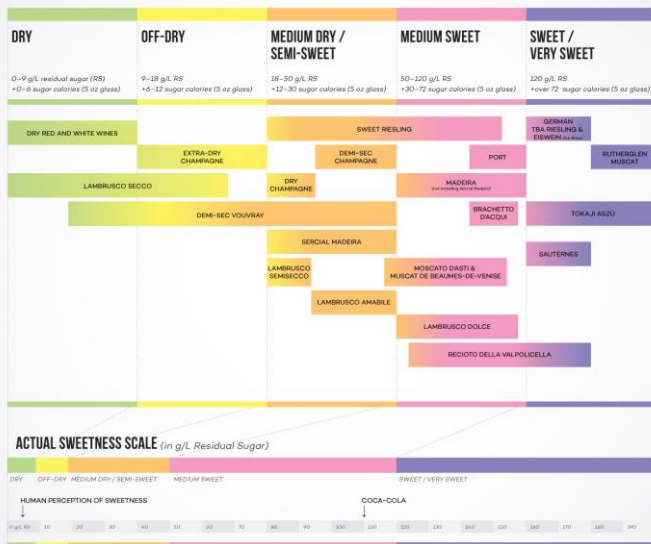


WINE 3) 2017 MOUNT PLEASANT VIGNOLES

- Vignoles (Ravat 51) = murky source
 - Grows from Arkansas through 45th parallel
 - Late-budding, early ripening
- 10 g/l RS to match with ML negative acidity
- SS fermentation
- 2 vineyards: on North Valley wall & deep ice age deposit shelf.
- Vines yield ~2.8 kilos (wall) and ~3.4 kilos/plant (shelf)
- Juice from drained, unpressed crushed fruit
- SRP: \$33



SWEETNESS IN WINE



WINE FOLLY

RS – THE GOOD, THE BAD, THE UGLY

- Perception of sweetness
- Other factors (alcohol, acidity, tannin)
- Ripeness
- Balance
- Cheap vs. Quality
- Bias



WINE 4) 2017

MALLOW RUN

CHAMBOURCIN

ROSÉ

- Chambourcin
 - French hybrid since 1963, somewhat popular in Loire in 1970s, scattered all over U.S. but not in large quantities
 - Tolerates wet weather well, winter-hardy
 - “Better” hybrid: deep color, good flavor
 - Also Oz, Vietnam
 - Mallow Run Chambourcin Rosé:
 - 100% state-grown fruit, bottled April 2018
 - 16 g/l RS ~ 11% abv ~ SS ferm ~ 24h sk
 - SRP: \$17
- IS FROM...



INDIANA!

- 1796 John James Dufor
- Late 1800s – 1900s boom til Prohibition
- Small Winery Act of 1971
- 1987 part of Ohio River Valley AVA
- 1989 formation of Indiana Wine Grape Council (Perdue)
- 2013 Indiana Uplands AVA
- 116 wineries and tasting rooms
- 8 wine trails





MALLOW RUN

- 1835 George Mallow settled the farm
- John Richardson (son Bill, his wife Laura)
- 2000 first planting
- 2005 winery/tasting room opened
- 11 acres (of 600-acre farm)
- Hybrids: tolerant of cold IN winters
 - Chardonel, Traminette, Catawba, Vignoles, Chambourcin, Chancellor, Leon Millot
 - "Extra cold hardy" – Steuben, Swenson White, LaCrosse, Brianna
- April frost threat
- Harvest begins August... some varieties in October!



ON LOCATION... INDIANA



WINE 5) 2017 HAWK HAVEN S.S. DRY ROSE

- Blend of Cabernet Sauvignon, Merlot, Syrah, Cabernet Franc
- Stainless steel fermentation
- 12.2% abv
- Bottled March 1, 2018
- 3,282 bottles
- SRP \$19

▪ IS FROM...



NEW JERSEY!

- British colonists planted first vines
 - 1767 Edward Antill and William Alexander, Lord Stirling
- Prohibition ~ New Jersey Farm Winery Act
- 1999: Quality Wine Alliance
- 2012: law legalized direct shipping and offsite tasting rooms
- 2007: Outer Coastal Plain AVA
- 2018: Cape May AVA
- 48 wineries, more under development
- 90+ varieties of grapes (also much fruit)



HAWK HAVEN VINEYARD & WINERY

HAWK HAVEN

- 1940 German immigrant John Felix Wuerker
- 1977 3rd Generation: Todd Wuerker, brother Ken planted first vines
- 2006 Todd and wife Kenna Sitarski established winery, 2007 first vintage
- 14 acres, 16 different varieties
- All grapes harvested, pressed, fermented, aged, blended, bottled on site.



ON LOCATION... NEW JERSEY



WINE 6) 2016 MALLOW RUN CHAMBOURCIN

- 100% Indiana-grown Chambourcin
- Bottled September 2017
- 0 g/l RS
- 11.5% abv
- Oak used
- 275 cases produced
- SRP \$19



\$95M
INDIANA
WINE SOLD



\$94M
TOURISM
EXPENDITURES

INDIANA WINE GRAPE INDUSTRY

\$600M
TOTAL ECONOMIC IMPACT



630,000
WINE TOURISTS



2.4M GALLONS PRODUCED

INDIANA WINERIES AND TASTING ROOMS:

116

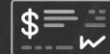
UP **200%** FROM 2006



3,900
FULL-TIME JOBS



\$590,000
VINEYARD REVENUE



\$120M
PAID WAGES

\$37M STATE & LOCAL
\$38M FEDERAL



The Indiana Wine Grape Council



WINE 7) 2015 JESSIE CREEK MERLOT RESERVE

- ~2 years new and used oak
- SRP \$28



JESSIE CREEK WINERY

- Boutique small-batch winery
- 5 acres, 1,200 cs/year
- Hands-on (literally) – cultivation, harvest, punching down, labelling all done by hand.
- Sandy soil, Delaware Bay microclimate
- Vineyard est. 2002, winery est. 2010
- Bruce Morrison, Art Reale, owners. Noelle Quirk, manager & “asst.” winemaker



WINE 8)

2013 CALLAGHAN PADRES

- 65% Graciano, 17% Petit Verdot, 9% Tempranillo, 9% Cabernet Sauvignon.
- Open top fermentations, hand plunged 2-3 times/day. 8-14 day macerations.
- Settled overnight after pressing then barreled down in 70% new French and Hungarian oak on fine lees.
- Aged 8 months on the lees with native ML, then racked clean post ML. Bottled unfixed, unfiltered after 18 months in barrel.
- 15.3% abv, 3.95 pH, 6.2 TA
- SRP \$38

▪ IS FROM...

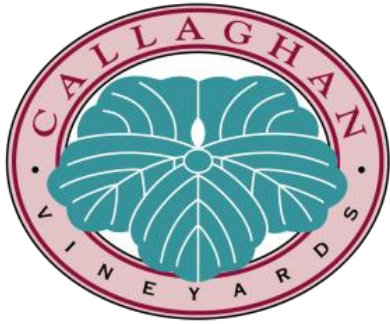


ARIZONA!



- 16-cent. Spanish Jesuit missionaries
- Prohibition (again)
- 1970s Dr. Gordon Dutt soil scientist
- 1982 Arizona Farm Winery Act
- Sonoita/Elgin: 14 wineries
- Wide diurnal shift
- Topography – high elevations
- Can collect water during rainy season for irrigation





CALLAGHAN VINEYARDS

- Est. 1990
- Kent Callaghan "father" of Sonoita AVA
- Wines served at the White House three times
- Routinely pulls up and replants vines
- Moving from Bordeaux mindset to Mediterranean/Spanish
- IN the vineyard



ON LOCATION... A



Photos: Aaron Downey



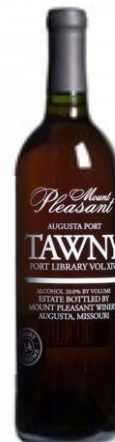
WINE 9) 2015 HAWK HAVEN QUILL

- 78% Cabernet Sauvignon, 11% Merlot, 10% Cabernet Franc, 1% Malbec
- 20 months French Oak aging
- 13.5% abv
- 288 cases
- SRP \$35



WINE 10) NV MOUNT PLEASANT ESTATES TAWNY PORT

- Accidental creation
- Meunch ("Mewnk")
 - Cliff edge of river valley, southernmost point of Missouri River
- Blend from 1995-2010
- Somewhat of a solera system
- Volume No. is sequential order of bottlings
- SRP \$58



THE NEXT STEPS...

GLOBAL WARMING

VINEYARD AREA & FARMING IN GENERAL

FURTHER RESEARCH INTO HYBRID VARIETIES

FURTHER RESEARCH INTO VITICULTURE

TOURIST WINES VS. QUALITY WINES



WHO KNOWS, MAYBE ONE DAY W



< AMERICAN
WINE REGIONS



TO THIS:



< AMERICAN
WINE REGIONS



FOR MORE INFORMATION:

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Thank you to Shields Hood, Marisa Gaggi, and all at SWE.

A tremendous thank you to my producers: **Cellardoor Winery, Mount Pleasant Estates, Mallow Run, Hawk Haven Vineyard & Winery, Jessie Creek Winery, and Callaghan Vineyards.**

GIVE OUTLIER STATES A CHANCE! Cheers.

