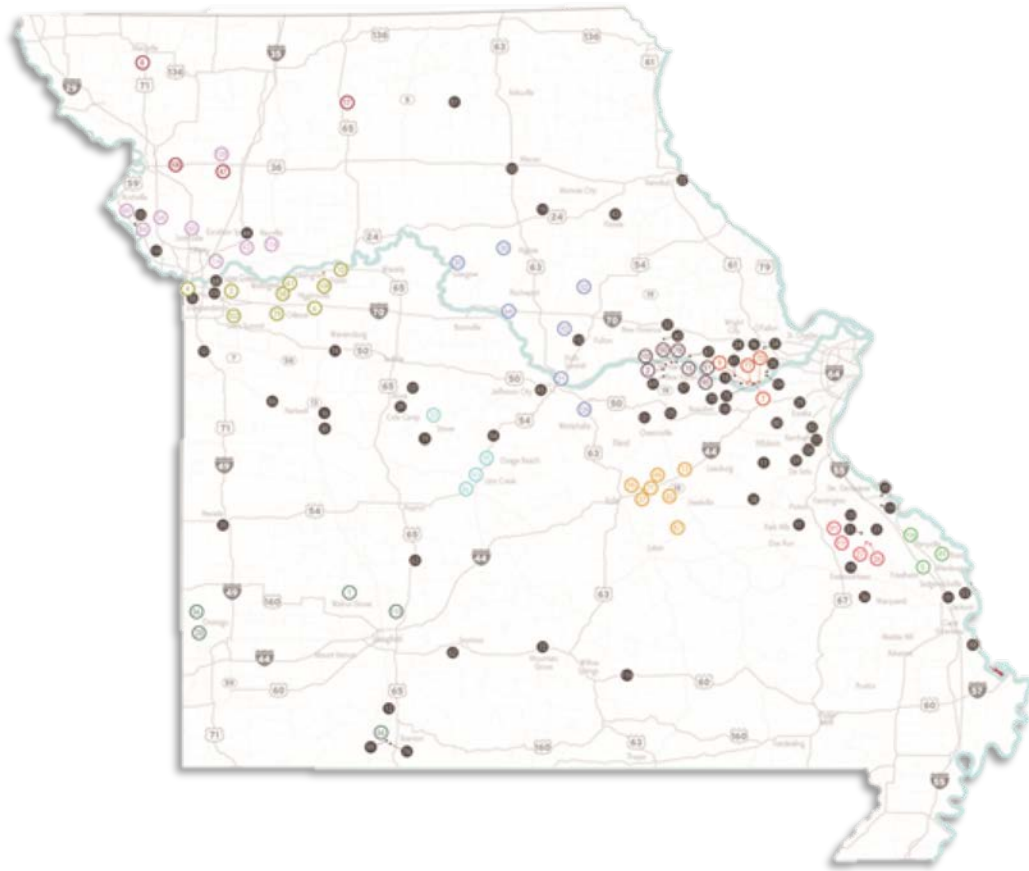


# *185 Years of Growing Grapes*



MISSOURI  
WINES™

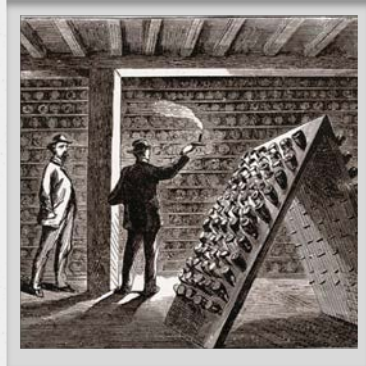


# EXPLORE MISSOURI *Wine Country*

# Timeline

## Early 1800s

- Germans migrated in mass to MO due to the popularity and praise of Gottfried Duden's book
- **1837**  
German settlers establish Hermann, MO which became home to more than 60 wineries



## Mid 1800s

- Italian immigrants established vineyards in the Ozark Highlands near St. James, MO
- Missouri began overshadowing European wines at international competitions; during the **1851** Vienna Worlds Fair, Missouri wines took 8 of the 12 gold medals

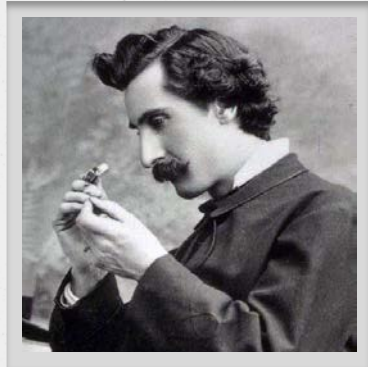


# Timeline

Late  
1800s

- **1870s**

A dangerous vineyard pest, the Phylloxera louse, destroyed enormous tracts of vineyards in France. 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.



Early  
1900s

- Missouri's wine industry thrived at the turn of the century.
- **1900s**  
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 When the 18th Amendment was repealed 13 years later, little remained of the once strong industry.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, preventing the industry from reestablishing itself.



# Timeline

1960s  
& 70s

- The rebirth of the commercial wine industry in Missouri began with the restoration of several original wineries. The early pioneers worked hard to regain the former stature of the wine industry amid a slowly changing cultural and regulatory environment.



1980

- 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.

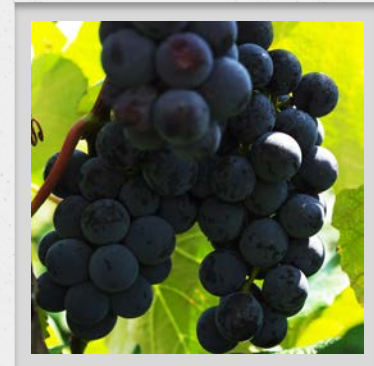




# Timeline



- **2003** The Norton/Cynthiana varietal is passed in legislation as Missouri's official state grape.
- **2005** The Missouri Wine and Grape Board is formed now. No longer an advisory board, the Wine and Grape Board now directs the marketing and research efforts of the Missouri wine industry.
- **2011** Missouri proudly welcomes its 100<sup>th</sup> winery.



A close-up photograph of a hand holding a bunch of dark grapes. The background is a solid red color. The text is overlaid on the left side of the image.

# *The Missouri Wine and Grape Board*

## **Objectives:**

Significantly increase the economic impact of the Missouri wine industry.

Develop a knowledge and resource base for growing, producing and selling Missouri wines, grapes, and grape products to ensure the viability of the industry.

To develop an agency to administer our program to guarantee the long-term sustainability of maintaining goals one and two.

# *Missouri Wine and Grape Board*

An 11 member, Governor appointed board representing the wine and grape industries, the food service industry and the media/marketing industry. There are five staff positions that support the board's goals.

## Structure

### **Two arms: Research and Promotions**

Research is done through partnerships with the University of Missouri and Missouri State University

Promotional efforts are executed by Marketing Director and Marketing Specialists.

All efforts are overseen by an Executive Director who is aided by an Executive Assistant.

## Funding

The board is funded by a 12 cent per gallon tax on wine sold in the state.





Missouri Wines  
 Make a  
**BIG IMPACT**

**\$3.2 BILLION**  
 TOTAL ECONOMIC IMPACT



**\$218.5M**  
 FEDERAL TAXES



**\$144M**  
 STATE & LOCAL TAXES



**\$1.0B**  
 IN ANNUAL WAGES



**28,052**  
*Jobs*



**130+**  
*Wineries*



**\$247.8M**  
*Tourist Expenditures*

**875,700**  
*Wine-Related Tourists*



**1700**  
*Acres*



**3-4 TONS**  
*per Acre*



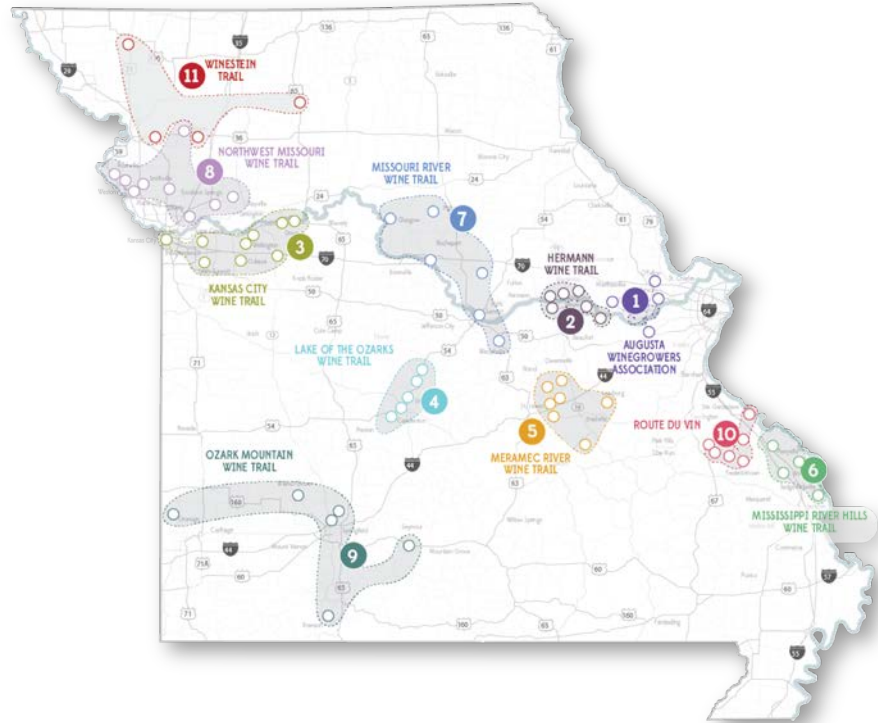
**425**  
*Grape Growers*



**\$1.16M**  
*Gallons Sold*

# Missouri WINE COUNTRY

- 10 wine trails
- 129 wineries
- 425 grape growers
- 1,800 acres of grapes



# American Viticulture Areas

## AUGUSTA AVA

The first AVA in the United States was established in Augusta, MO on June 20, 1980. The area is 15 square miles and is known for its unique soil, climate and wines. In the mid-1800s German immigrants found the Missouri River area to be well suited for growing grapes and is one of America's oldest and foremost grape and wine districts.

## OZARK MOUNTAIN AVA

The Ozark Mountain AVA was established on August 1, 1986 and covers a vast 3,500,000 acres in southern Missouri, extending into northwest Arkansas and northeast Oklahoma. The Ozark Mountain AVA is so large, several smaller AVA's lay within its borders, including Augusta, Hermann and Ozark Highlands. It is the sixth largest AVA in the United States.

## HERMANN AVA

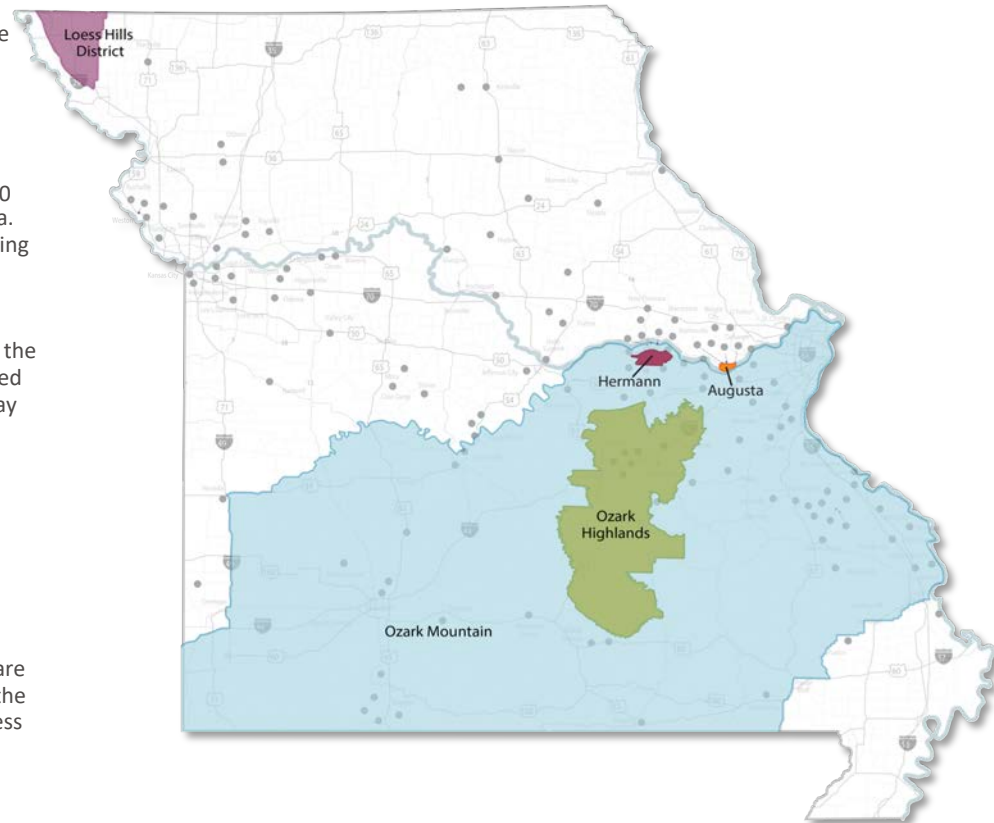
The Hermann AVA was recognized on February 27, 1987 and consists of 51,200 acres in the Hermann area between St. Louis and Jefferson City, Missouri. German immigrants settled the Missouri River Valley area in the 1830s and began planting vineyards in what is today one of the most historic wine regions.

## OZARK HIGHLANDS AVA

The Ozark Highlands AVA was designated on September 30, 1987; although the grape growing tradition goes back to the 1870s. The fourth accorded AVA in Missouri encompasses 1,280,000 acres in south-central Missouri, covering portions of eleven Missouri counties including the town of St. James, Missouri.

## LOESS HILLS DISTRICT AVA

The Loess Hills District AVA was established on April 4, 2016 and consists of 12,897 square miles of loess-based hills comprising a long, narrow region along the western banks of the Missouri and Big Sioux Rivers in western Iowa and northwestern Missouri. The deep loess enables grape vine roots to reach deeply into the soil and allows water to drain quickly.

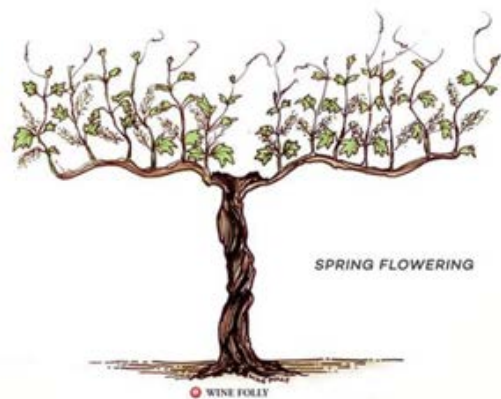


# Lifecycle of a Grapevine



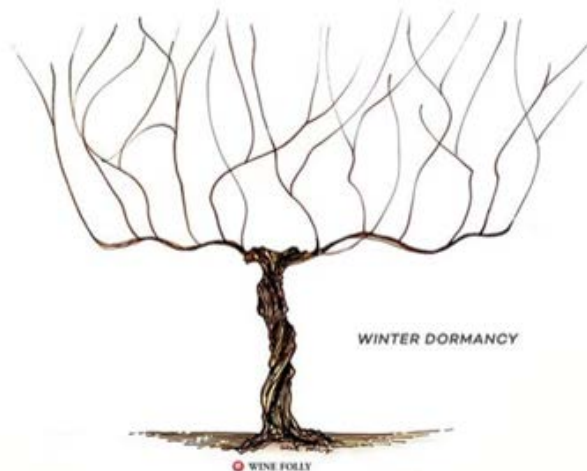


# Lifecycle of a Grapevine





# Lifecycle of a Grapevine



# White Grape Varietals

## **Chardonel** (*shar-doe-nel*)

Famous, rich hybrid of Chardonnay + Seyval Blanc

## **Seyval Blanc** (*say-vhal blahnk*)

French-American hybrid produces clean, crisp medium-bodied wine

## **Traminette** (*tra-men-et*)

Floral aromas met with tangy, citrus fruit

## **Vidal Blanc** (*vee-dahl blahnk*)

Light, clean & crisp, citrus wines

## **Vignoles** (*veen-yole*)

Versatile grape known for tropical fruit flavors



# Red Grape Varietals

## **Norton** (*nor-ton*)

Bold, dry wine

## **Chambourcin** (*sham-bor-san*)

Fruity, earthy medium-bodied dry wine

## **Concord** (*kahn-kord*)

Deep purple, with classic, fruity grape flavor

## **Catawba** (*ka-taw-ba*)

Sweet, fragrant, strawberry-like wine



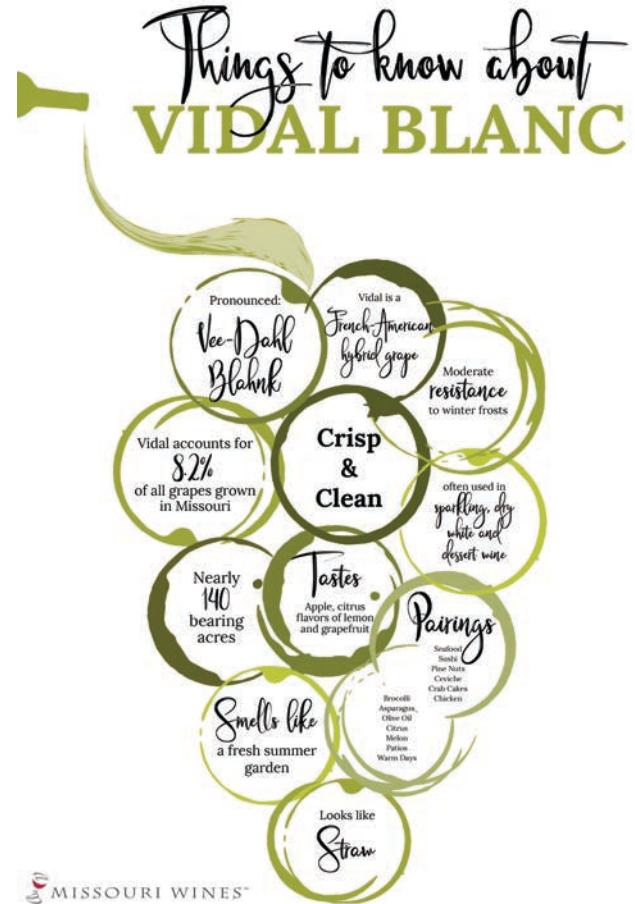
# Vidal Blanc

(*vee-dahl blahnk*)

French-American hybrid varietal

Large clusters with medium-size berries

Moderately winter hardy vines





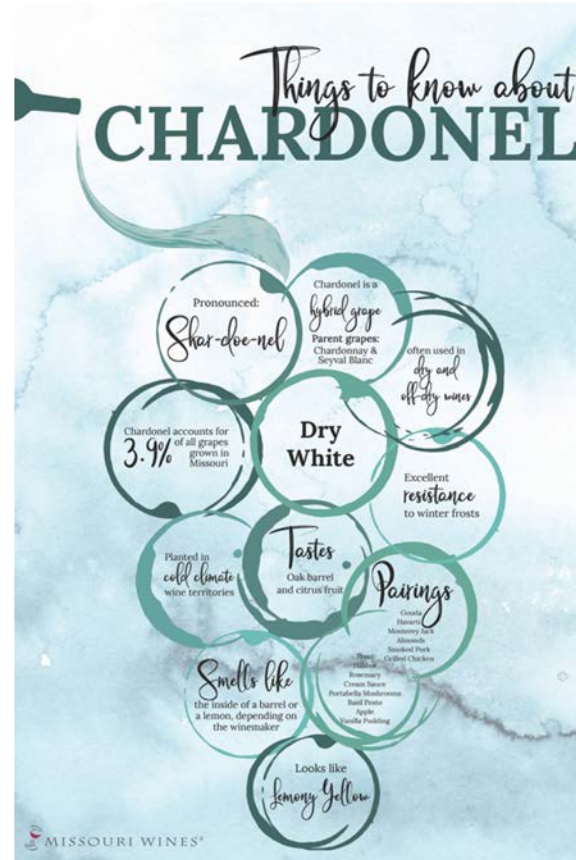
# Chardonel

(shar-doe-nel)

Famous hybrid of Chardonnay + Seyval Blanc

Developed in New York in 1996

Moderately cold hardy vines





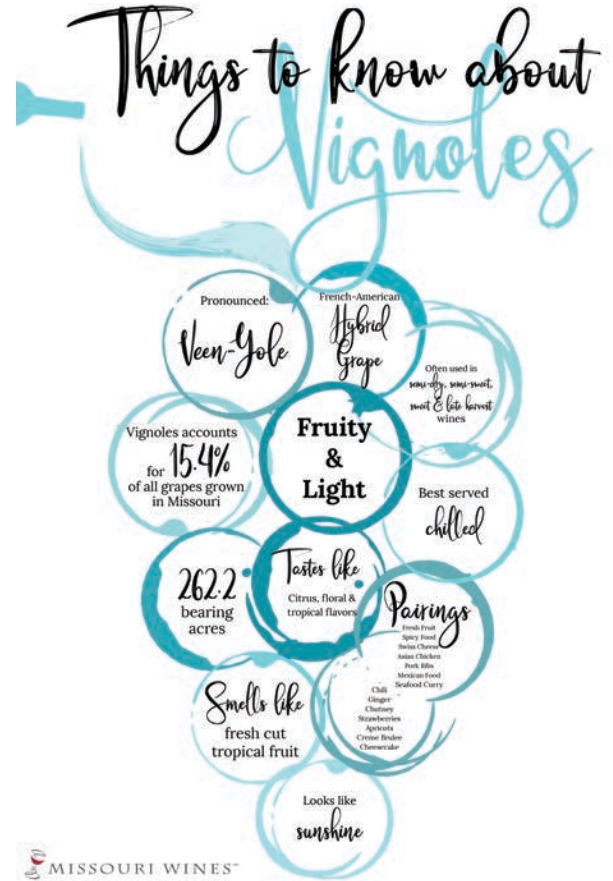
# Vignoles

(veen-yole)

Versatile grape known for tropical fruit flavors

French-American hybrid grape

Early ripen varietal for harvest in August/September



# Norton

(nor-ton)

Missouri's official state grape

American grape varietal, also known as Cynthiana

Small dark berries that are hardy and disease resistant



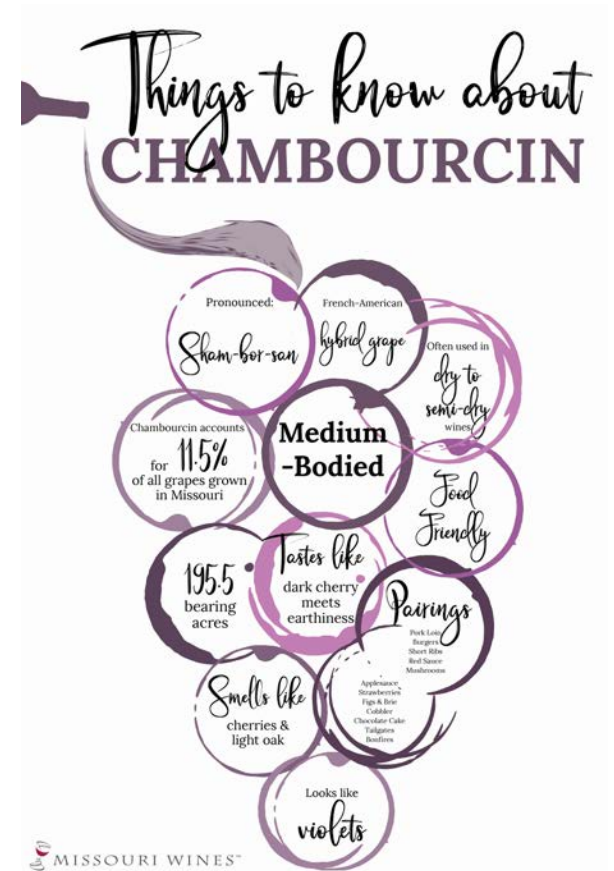
# Chambourcin

(sham-bor-san)

French-American hybrid grape

Grown across Midwest and Australia

Grows in large loose clusters ideal for Instagram



# Concord

(kahn-kord)

Selected from the wild in 1840's in Concord, MA

Same grape used by Smucker's and Welch's

Known for vibrant red to purple color

## Things to know about CONCORD



MISSOURI WINES™



Shannon Yokley | [Shannon.yokley@mda.mo.gov](mailto:Shannon.yokley@mda.mo.gov)

