



Our Thriving Wine Industry

- North Carolina is home to more than 80 wineries. The number of wineries has more than tripled since 2001. The industry has two focuses – native muscadine grapes and European-style vinifera grapes.
- Commonly planted vinifera grape varieties include Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah, Chardonnay and Viognier. They are planted in the Western and Piedmont regions of the state.
- Plantings of native muscadine grapes, also known as Scuppernongs, are relatively pest resistant and thrive in the hot sandy conditions of the Coastal region. Muscadines contain high levels of Resveratrol and other health-enhancing antioxidants. Some wineries even sell grape skins to nutraceutical companies.
- Scuppernong is the first grape cultivated in the United States and is the official fruit of North Carolina. The Mothervine in Manteo on Roanoke Island, North Carolina is a 400-year old Scuppernong vine and is the oldest known cultivated grapevine in the nation.
- Duplin Winery, the largest and oldest winery in the state, is the world's largest producer of Muscadine wine.
- North Carolina ranks 10th for grape and wine production in the United States.
- More than 400 individually owned grape vineyards are spread across the state, covering 1,450 acres.
- According to a recent study, the annual economic impact of the North Carolina wine and grape industry is \$813 million with 5,700 jobs created.
- The Yadkin Valley is North Carolina's first federally recognized American Viticultural Area (AVA). It is located in northwestern North Carolina, and there are currently more than 20 wineries and 400 acres devoted to vineyards in the Yadkin Valley.
- Asheville is home to the Biltmore Estate Winery, which receives more than one million visitors annually and is the most visited winery in the United States.
- Medoc Vineyard in the town of Brinkleyville in Halifax County was the first commercial winery established in North Carolina and led the country's wine production in 1835.
- At the turn of the century, 25 wineries operated in North Carolina, making it one of the most productive wine states in the U.S. The industry closed with the onset of Prohibition.
- A 2007 national survey sponsored by the Travel Industry Association (TIA) in partnership with *Gourmet* magazine and the International Culinary Tourism Association (ICTA), cited North Carolina as one of the top five state destinations for wine and culinary tourism activities in the United States.

Every special place has its own unique flavor. Ours has many. Go to VisitNCwine.com for more information.

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