



## North Carolina Wine & Grape Industry

- North Carolina is home to more than 100 wineries. The number of wineries has doubled since 2005 and grown more than five times over in the last decade.
- The industry has two focuses – European-style vinifera grapes and native muscadine 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, including 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 and seeds to nutraceutical companies.
- Scuppernong was the first grape cultivated in the United States, and is the official state fruit of North Carolina. The Mothervine, in Manteo on Roanoke Island, is a 400-year old Scuppernong vine and the oldest known cultivated grapevine in the nation.
- Duplin Winery, in Rose Hill, is the largest and oldest winery in the state, and the world's largest producer of Muscadine wine.
- Biltmore Estate Winery, in Asheville, receives more than one million visitors annually and is the most visited winery in the United States.
- North Carolina ranks 9th for wine and grape production in the United States.
- More than 400 individually owned grape vineyards grow across the state covering more than 1,800 acres. Grape acreage in the state has more than doubled in the last decade.
- Yadkin Valley was North Carolina's first federally recognized American Viticultural Area (AVA) in 2003. Located in northwestern North Carolina, it includes more than 30 wineries and 400 acres devoted to vineyards.
- Swan Creek AVA was established in 2008 in northwest North Carolina and includes five wineries.
- Haw River Valley AVA is the state's third and newest AVA established in 2009 in central North Carolina and home to seven wineries.
- Medoc Vineyard, in Brinkleyville in Halifax County, was the state's first commercial winery established in 1835, and once led the country's wine production.
- 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.
- According to a recent study, the annual economic impact of the North Carolina wine and grape industry is \$1.28 billion and supports more than 7,600 jobs. The industry attracts 1.26 million tourists annually, generating \$156 million in spending, and \$51 million in state and local taxes.
- A Travel Industry Association (TIA) survey named North Carolina as a top-five state destination in the U.S. for wine and culinary tourism activities.

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