



TEXAS DEPARTMENT OF AGRICULTURE

UNCORK TEXAS

Wines

PRESS KIT





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Texas Wines, AN UNTOLD STORY

Something lies deep within the nearly 300,000 square miles of Texas and it's not oil. Under all those bluebonnets, rocky outcroppings, grassy plains, and wooded forests is rich, verdant soil that has transformed Texas into a top wine-producing state. To date, it has earned eight American Viticultural Area (AVA) designations with six more on the horizon. That's because Texas' wide-open spaces and varying climate produce wines that rival any from California and Oregon to Italy or France.

Proudly displayed on market shelves and restaurant wine lists, Texas wines' unique complexity and smooth balance attract oenophiles and casual enthusiasts from all over the world. Many come to participate in wine tastings, festivals, tours, and competitions. As Texas Agriculture Commissioner Sid Miller says, "It's the real deal!"¹



Texas is the
fifth-largest
wine-producing
state in the nation.



The wine industry
brings \$20.35 billion
to the Texas economy.



Texas' wine industry
employs more than
140,000 workers.



Texas is home
to more than
500 wineries.



¹Texas Monthly, The Best in Texas, September 2021.

Making Wine FOR CENTURIES

Not only does the Texas wine industry employ more than 141,000 workers, the Lone Star State is also home to more than 500 wineries and 340 growers, making a \$20.35 billion impact on the economy. And it's one of the oldest wine-producing states to boot.

Spanish missionaries began cultivating grapes near what is now El Paso in the 1600s. From there, the fervor for Texas grapes grew, then halted during prohibition, and picked right back up from where it started following the repeal. While the oldest winery in Texas, Val Verde in Del Rio, dates to 1883, wine producing here began to show tremendous potential in the 1980s. Over the last 40 years, winemakers have been experimenting and perfecting their lots, earning regional, national, and international recognition.



Since then, growers have been cultivating varieties that appeal to a wide audience, culminating in a tourism industry that brings in close to \$700 million annually. While the recognition is long overdue, Texas wines' impressive growth continues to draw enthusiasts from across the globe.

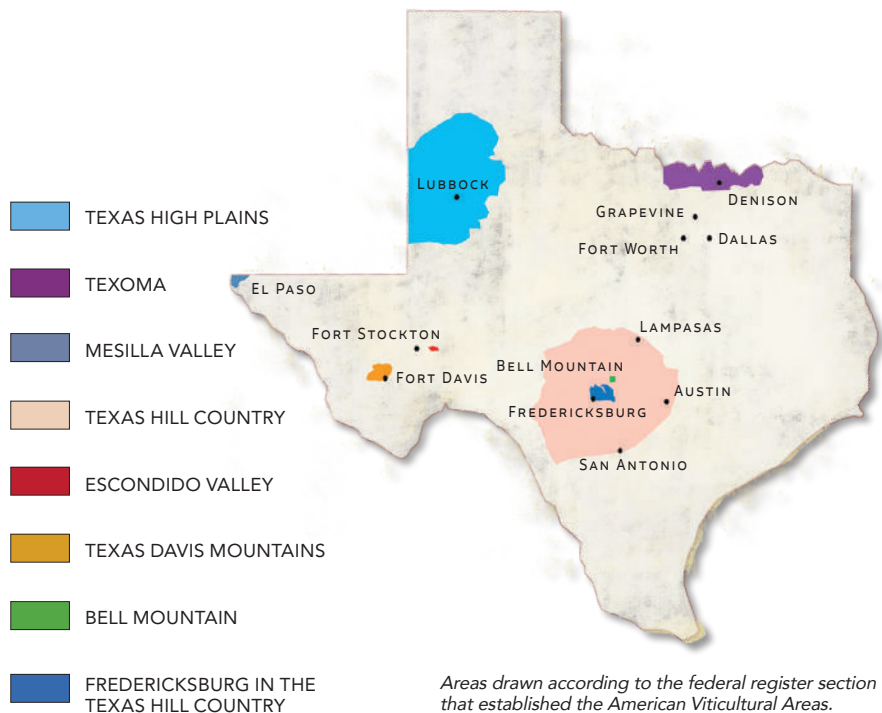
More Than **ECONOMICS**

What's the draw? Beyond the immense color, satisfying aroma, or full-bodied taste of our wines, Texas winemakers have a knack for making wine tasting a truly memorable experience. Visitors participate in wine trails, stopping off at a handful of cellars in one day, even on horseback. From wine caves tucked away on country roads to outdoor tasting rooms, one uniquely located within a rhinoceros wildlife preserve, there are plenty of excursions sure to appeal to everyone. Most outdoor tasting rooms come with panoramic views of breathtaking vistas — and some Longhorn cattle.



Wine Growing REGIONS OF TEXAS

Texas is recognized with eight official American Viticultural Areas (AVA). This means that if a wine lists an AVA, 85 percent of wine produced in each area must be made from grapes grown solely within its boundaries. These include:



TEXAS HIGH PLAINS

This 12,000 square-mile area covers much of the central and western Texas Panhandle. It was established in 1993.

TEXOMA

The Texoma viticultural area is in Northcentral Texas and includes Montague, Cooke, Grayson and Fannin counties. Established in 2005, the area covers approximately 3,650 square miles on the south side of Lake Texoma and the Red River, along the Texas-Oklahoma state line.

MESILLA VALLEY

This appellation, established in 1985, is located at the far western tip of the Texas border north and west of El Paso and covers 438 square miles.

TEXAS HILL COUNTRY

This is the third-largest viticultural area in the United States. Established in 1991, it covers 15,000 square miles and contains part or all of 22 counties.

ESCONDIDO VALLEY

Established in 1992, this Viticultural Area covers 50 square miles along Interstate 10 in Pecos County in far West Texas.

TEXAS DAVIS MOUNTAINS

Approved in late 1999, this appellation is southwest of the Esccondido Valley viticultural area and covers 422 square miles. It was the last U.S. appellation area to be recognized in the 20th century.

BELL MOUNTAIN

Established in 1986, this appellation was the first in Texas. It covers roughly five square miles on the south and southwestern slopes of Bell Mountain in northeast Gillespie County, about 15 miles north of Fredericksburg.

FREDERICKSBURG IN THE TEXAS HILL COUNTRY

Some 110 square miles make up this appellation established in 1988 near Fredericksburg, 80 miles west of Austin.



WINE PROFILES

Texas farmers are making a mark on the state's booming wine industry by growing single varietals with Texas-grown grapes and European-influenced blends. Rich, full-bodied and earthy, Texas' Tempranillo is a rising star, along with elegant Roussanne, and award-winning Sémillon. Other standouts include Tannat, Malbec, Viognier, Rosé, and Sparkling Brut.

HOW DO YOU RECOGNIZE A GOOD WINE? TAKE NOTE OF KEY CHARACTERISTICS:

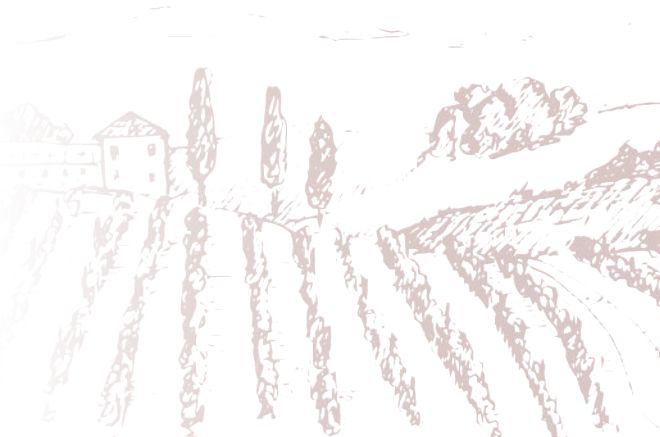
1. First, did you enjoy it?
2. Did the aroma and flavor conjure pleasant memories?
3. Did you detect a note of cherry and vanilla, or pineapple and green apple?
4. Was the wine rich and full-bodied or light and crisp?
5. Did you detect a light acidity?
6. Was it aromatic with a slight taste of floral notes or fruity?
7. What did you pair it with?
 - A Tempranillo with beef, lamb or a red sauce-based pasta?
 - A Roussanne with roasted chicken, seafood or soft cheese?
 - A Sauvignon Blanc with a light salad or fruit, nuts and cheese?
 - Or a Sangiovese with a good thin-crust pizza?



Texas Winemakers AND VINEYARDS

Whether grown in deep valleys or thousands of feet above sea level, Texas growers cultivate standout native varieties with 100 percent Texas grapes and unique blends melding traditions from Italy, France and Spain with Texas fermentation processes and aging in oak barrels. Dedicated to their craft, Texas vintners carry on a proud tradition of wine-producing excellence.

To find Texas winemakers, vineyards and events, visit uncorktexaswines.com



Accolades

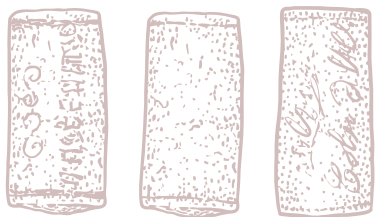
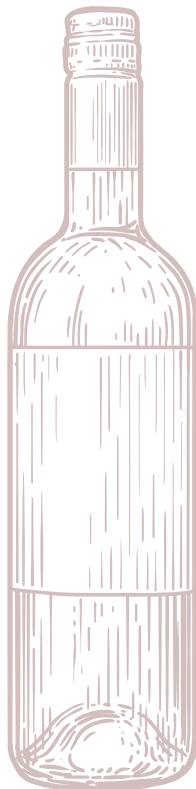
AWARDS AND EVENTS



Recognition says a lot about a wine and its maker. Texas wines have been recognized for excellence year after year in multiple competitions, including the most recent in November 2023, when 14 Texas wines won prestigious Double Gold medals at the 2024 Rodeo Uncorked! International Wine Competition at the Houston Livestock Show and Rodeo. This twofold award identifies wine of outstanding quality, demonstrating the “best flavor, balance, style and winemaking for its class and price point.”

But the accolades don't stop there. Winning gold, silver, and bronze medals in competitions across the globe has been the Texas way since the first award bestowed in 1981 to winemaker Messina Hof, which began in Bryan, TX, for its Lenoir Cabernet Blend at the Texas State Fair.

Since then, our outstanding single varietals and blends continue to be recognized. To learn more about future and past competitions and the wines gaining international attention, visit uncorktexaswines.com.



RECOGNITIONS

- **2024 Rodeo Uncorked! International Wine Competition**
- **Texas International Wine Competition**
- **San Francisco International Wine Competition Texas Results**
- **Texas Vintner's Cup 2021-2023**
- **American Fine Wine Competition**
- **Great American International Wine Competition**
- **TEXSOM**

PRESS RELEASES

- **Texas International Wine Competition Results**
- **San Francisco International Wine Competition Texas Results**
- **Texas Vintner's Cup**

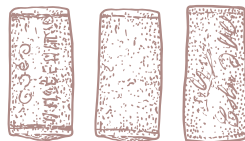
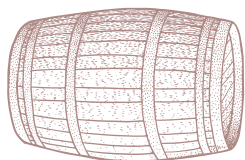
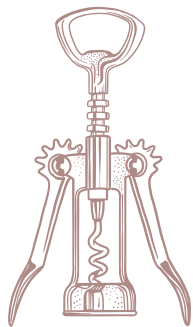
Visit the Uncork Texas Wines website for press releases and news.

EVENTS

- **Celebrate Texas Wine Month in Grapevine**
- **The Taste of Two Valleys**
- **GrapeFest's People's Choice Wine Tasting Classic**
- **GO TEXAN Pavilion wine sampling**

High Quality Imagery AND BRAND STYLE GUIDE

ILLUSTRATIONS



IMAGES



TDA Commissioner Statement

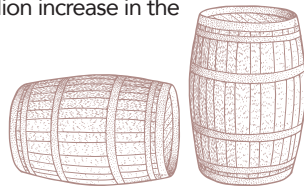
TEXAS AGRICULTURE MATTERS

An eighth-generation farmer and rancher, Sid Miller is the 12th Commissioner of the Texas Department of Agriculture (TDA). He has devoted his life to promoting Texas agriculture, rural communities, and the great state of Texas. Born in De Leon, in Comanche County, in September 1955, he graduated with honors from Tarleton State University in Stephenville with a Bachelor of Science degree on Vocational Agricultural Education.

A recognized community leader, Miller was first elected to the House of Representatives in 2000. He quickly earned a reputation as a staunch defender of Texas agriculture, constitutional freedoms, and individual liberties for all Texans.

He was reelected statewide as the 12th Texas Agriculture Commissioner in 2014 and reelected to his second term in office in 2018; followed by a third term in 2022, receiving almost 4.5 million votes – more votes than any candidate for Texas Agricultural Commissioner has ever received.

Since taking office as Agriculture Commissioner, Commissioner Miller has brought real common sense reform to TDA. Within six months, he eliminated a two-and-a-half-year backlog in organic certifications. A former ag teacher and school board member, Commissioner Miller is committed to fighting childhood obesity and promoting healthy lifestyles for Texas schoolchildren. His creation of Farm Fresh Fridays and other farm-to-school initiatives resulted in a \$14 million increase in the amount of Texas products purchased by schools.



Commissioner Miller is also passionate about ensuring rural communities have the water and infrastructure they need to thrive. To that end, he created TDA's Office of Water to secure access to clean water for Texans today and their future generations.

Commissioner Miller is the state's leading advocate around the world for Texas agriculture, Texas-grown products, and Texas-owned businesses. He oversees TDA's world-renowned GO TEXAN program — a marketing effort to showcase the best products, companies, and communities that call the Lone Star State home. Since taking office, Commissioner Miller's passion to increase market exposure for Texas agriculture has led him and his staff to mount trade missions to Cuba, Ecuador, Argentina, Israel, China, and every continent on the globe except Antarctica.

In 2020 and 2021 Commissioner Miller declared numerous companies and firms in the agricultural sector as "essential businesses," saving thousands of jobs and enabling many Texas businesses to keep their doors open.



He and his wife, Debra, have been married for over 45 years. They have two sons, two daughters-in-law and five grandchildren. They are active members of the Cowboy Church of Erath County, where Commissioner Miller also serves as an elder.

COMMISSIONER SID MILLER

Want to learn more about Texas wines? Visit uncorktexaswines.com.

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Social Media HANDLES AND HASHTAGS



HANDLES

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HASHTAGS

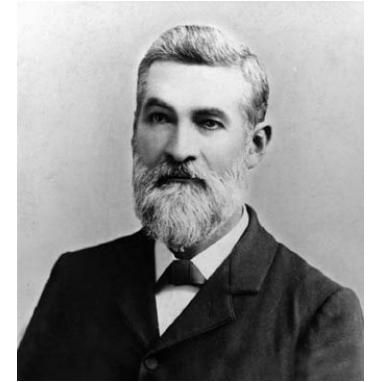
#UncorkTexasWines #TexasWineMonth
 #TexasWine #TXWine
 #WineCrushWednesday #FindYourPerfectMatch
 #TexasWinery #DiscoverTexasWine

SOCIAL MEDIA



FUN FACT

A Texas horticulturist helped put our great state on the wine map when he saved the French wine industry in the late 1860s after more than 6 million acres of vineyards in France were destroyed by a plant louse called phylloxera. Dr. Thomas Munson had amassed more than 300 rootstock varieties in his collection, including a vine resistant to phylloxera, which turns out, when grafted to different grapes, helped France reclaim its longstanding winemaking success.



This earned Munson the French Legion of Honor Chevalier du Mérite Agricole.





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For more information on great Texas wines,
visit uncorktexaswines.com



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