

February 4, 2000

IMMEDIATE RELEASE

Growing into the Millennium ~ Indiana wine industry tops 180,000 gallons

The last year of the 20th century was another record growth year for the Indiana wine industry with more than 180,000 gallons of wine sold. Consumers enjoyed over 900,000 bottles of Indiana wine in 1999, an increase of almost 15% from 1998. Over the past six years, sales of Indiana wine have increased over 140%.

Industry growth goes beyond the increase in wine sales however. In the past ten years, the number of wineries has more than doubled in Indiana, bringing the winery total to 19. In the new year, the industry will welcome four new wineries to the state, all expected to be running by the fall of 2000.

Satek Winery, whose groundbreaking ceremony was in October of 1999, will be the first Indiana winery in the northeastern section of the state, located near Angola. With the Satek's on board, the entire state of Indiana will have a winery within close proximity. The three remaining wineries that will join the Indiana wine industry this year will be located in the southern region of the state.

Forty-seven out of the fifty United States now have wineries. According to Richard Vine, wine specialist at Purdue University, "Indiana is the envy of every developing wine state in our country, thanks to the dedication and vision of the leaders who formed the Indiana Wine Grape Council in 1989. Indiana offers direct industry support to each winery that is unmatched in any other state." Figures show that each winery in Indiana receives over \$15,000 in support per year through research, education and marketing from the Council. Other states average less than \$3,000 per year in support.

Independently, the wineries are also continuously broadening their offerings. Four of Indiana's wineries are working on various expansion projects while several others are creating new wines and events for their patrons. Jazz fests, murder mystery dinners, and wine appreciation courses will all be on the calendar this year. Additionally, the first Indiana state wine festival, Vintage Indiana, will be held on June 10 in downtown Indianapolis.

Join us and share in the exciting growth of the Indiana wine industry. Taste the experience!

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