

WHAT'S IN A BOTTLE OF WINE?

\$1.7 BILLION

(TOTAL ECONOMIC IMPACT TO THE STATE OF TEXAS FROM THE WINE & WINE GRAPE INDUSTRY IS 1.7 BILLION)

THE INGREDIENTS...

Vineyard Land
 Vineyard Workers
 Mortgages
 Trellises
 Grape Vines
 Fertilizers & Chemicals
 Farm Equipment
 Insurance
 Winery Land
 Winery
 Winery Employees
 Stemmer/Crusher & Press
 Fermentation Tanks & Barrels
 Bottling Lines & Labelers
 Labels
 Cartons & Shipping Boxes
 Gift Shop Display & Items
 Wine Shipping
 Promotion & Publicity
 Excise Taxes
 License & Other Fees
 Employment & Related Taxes
 Tourism
 Quality of Life
 Resveratrol, Antioxidants



THE BENEFICIARIES...

BUSINESS

Real Estate Brokers, Lawyers
 Employees, Families, Local Business
 Banks, Lawyers
 Manufacturers, Suppliers, Shippers
 Nurseries
 Manufacturers, Suppliers, Shippers
 Manufacturers, Suppliers, Shippers
 Insurance Company/Local Agents
 Real Estate Broker, Lawyers
 Building Construction Trades
 Employees, Families, Local Business
 Manufacturers, Suppliers, Shippers
 Manufacturers, Suppliers, Shippers
 Manufacturers, Suppliers, Shippers
 Designers, Printers
 Manufacturers, Suppliers, Shippers
 Manufacturers, Suppliers, Shippers
 Transportation Companies
 Ad Agencies, Printers, PR Firms
 Hotels, Restaurants & Attractions
 Consumers, State, Regions
 Consumers, Health Care System

GOVERNMENT

County Local, Schools
 Federal, State, County, Local
 County
 State, County, Local
 State, County, Local
 State, County, Local
 State, County, Local
 State
 State, County
 County, Local, Schools
 Federal, State County, Local
 State County, Local School
 State County, Local School
 State County, Local School
 Federal, State, County, Local
 State, County, Local
 State, County, Local
 Federal, State, Local, Schools
 Federal, State
 Federal, State
 State, Local
 Federal, State, County
 State, County
 County, Local, Schools
 All TEXANS!!

WINE—THE ULTIMATE VALUE ADDED PRODUCT
 (AND PLEASURE OF LIFE)

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TEXAS WINE & GRAPE GROWERS ASSOCIATION—(817) 424-0570—WWW.TXWINES.ORG

TEXAS WINE AND WINE GRAPE INDUSTRY PROFILE

- ★ Texas is America's No. 5 wine producer.
- ★ Texas is America's No. 7 wine grape producer.
- ★ Unlike many industries, once vineyards and wineries have been established they are rooted in a local community — A Texas vineyard cannot simply be relocated to another region or outsourced to another country.
- ★ Wine grapes, their products and allied industries diversify local economies, create employment and generate new market opportunities in rural communities.
- ★ An estimated 1,363,000 tourists visited Texas wineries in 2009, an increase of 42% from 2007.
- ★ \$78.5 million in State and Local taxes were paid by the Texas wine and wine grape industry in 2009, an increase of 24% from 2007.

THE TEXAS WINE, WINE GRAPE AND RELATED INDUSTRIES PRODUCED MORE THAN \$1.7 BILLION OF ECONOMIC VALUE FOR THE STATE OF TEXAS IN 2009

	2009	2007	% Change
Total Economic Impact	\$1.70 Billion	\$1.35 Billion	26%
Full-Time Equivalent Jobs	10,756	8,971	20%
Wages Paid	\$379 Million	\$298 Million	27%
Wine Produced (Cases)	1.2 Million	1 Million	20%
Number of Wineries	188	162	16%
Tourism Highlights			
Wine-Related Tourism Expenditures	\$379.5 Million	\$296.6 Million	28%
Number of Wine-Related Tourists	1,363,000	958,000	42%
Taxes			
State and Local Taxes Paid	\$78.5 Million	\$63.3 Million	24%
Federal Taxes Paid	\$96.0 Million	\$78.9 Million	22%