Our Time Has Come



TAKE A LOOK AT THE NUMBERS BEHIND OUR STORY

Colorado is poised to secure its reputation as a distinctive American wine region.

Cold winters and high altitude provide vineyards a unique terroir for experimentation with classic and lesser known varietals, while wineries across the state leverage its natural landscape to create iconic tourism experiences.

Americans agree - the quality of Colorado wines matches the quality of where they're produced.

In 2026, Colorado wines earned top scores from national wine publications - including James Suckling (36 wines at 90+), Wine Enthusiast (31 wines at 90+), and the San Francisco Chronicle (2 wines at Double Gold) - marking a notable step forward in perception and performance.

Despite this, Colorado businesses have only captured 2% of the state's market share for wine.

Continued legislative support is needed to grow this signature industry and its positive impacts on agriculture, small businesses, and tourism in local communities across the state.

WINE IS GOOD FOR COLORADO

$5.72 Billion
in total economic activity

$400M+
in state and local taxes

30,878
jobs created and supported

COLORADO WINE'S CONTRIBUTION IS GROWING

750
vineyard acres

146,635
cases / year

147
Wineries

$200 Million
in direct economic impact

THE MAJORITY OF COLORADO WINE IS GROWN AND SOLD IN-STATE, CREATING AN "ONLY HERE" EXPERIENCE

2
American Viticulture Areas (AVAs)

4,000-7,000
feet above sea level - the highest in North America

545,800
tourist visits

$104.23 Million
annual tourism expenditures

50 Festivals / Year
including Colorado Mountain Winefest in Palisade & Colorado Uncorked in Denver

We're Investing in Initiatives to Keep This Progress Going

Colorado Cru
Developed with research from CSU extension, Colorado Cru recognizes quality wines made with varietals of Colorado-grown grapes that showcase our AVAs' distinctive character.

VinCO Conference & Trade Show
VinCO provides an annual opportunity to showcase local and national best practices across viticulture and enology.

CAVE
COLORADO ASSOCIATION FOR VITICULTURE & ENOLOGY

*Learn more at **WineColorado.org** or the #DrinkColoradoWine app*