

Colorado Wine Production and Market Share

based on tax revenue figures

Avg. retail bottle \$ comparison

FY	% Mkt share of CO wine by vol.	CO liters	All wine Liters	Change in CO Prod.	Change in Market	Change in Mkt Share	CO: \$10/750 ml avg \$12.86/750ml in 2005	Nat'l: \$6.14 avg 750ml	% Mkt share of CO wine by \$
91/92	0.3311%	91,800	27,729,900				\$1,224,000.00	\$227,015,448.00	0.5392%
92/93	0.3629%	101,660	28,015,100	110.74%	101.03%	109.61%	\$1,355,466.67	\$229,350,285.33	0.5910%
93/94	0.3955%	117,060	29,596,300	115.15%	105.64%	109.00%	\$1,560,800.00	\$242,295,042.67	0.6442%
94/95	0.3744%	113,160	30,224,100	96.67%	102.12%	94.66%	\$1,508,800.00	\$247,434,632.00	0.6098%
95/96	0.2984%	99,660	33,402,300	88.07%	110.52%	79.69%	\$1,328,800.00	\$273,453,496.00	0.4859%
96/97	0.7402%	250,160	33,796,900	251.01%	101.18%	248.08%	\$3,335,466.67	\$276,683,954.67	1.2055%
97/98	0.7781%	255,732	32,866,984	102.23%	97.25%	105.12%	\$3,409,760.00	\$269,071,042.35	1.2672%
98/99	0.8932%	308,163	34,499,149	120.50%	104.97%	114.80%	\$4,108,840.00	\$282,433,033.15	1.4548%
99/00	0.8480%	318,116	37,513,821	103.23%	108.74%	94.93%	\$4,241,544.27	\$307,113,147.92	1.3811%
00/01	0.9124%	379,443	41,588,183	119.28%	110.86%	107.59%	\$5,059,240.00	\$340,468,591.49	1.4860%
01/02	1.2042%	465,459	38,653,758	122.67%	92.94%	131.98%	\$6,206,125.20	\$316,445,432.16	1.9612%
02/03	1.1649%	506,214	43,456,472	108.76%	112.42%	96.74%	\$6,749,515.07	\$355,763,650.77	1.8972%
03/04	1.3562%	590,977	43,574,504	116.74%	100.27%	116.43%	\$7,879,696.40	\$356,729,939.41	2.2089%
04/05	1.4763%	688,904	46,663,932	116.57%	107.09%	108.85%	\$11,812,408.28	\$382,022,056.64	3.0921%
05/06	1.6868%	819,517	48,584,553	118.96%	104.12%	114.26%	\$14,051,990.31	\$397,745,540.56	3.5329%
06/07	1.7199%	893,783	51,966,371	109.06%	106.96%	101.96%	\$15,325,392.49	\$425,431,357.25	3.6023%
07/08	1.8428%	995,989	54,047,484	111.44%	104.00%	107.14%	\$17,077,897.22	\$442,468,735.68	3.8597%
08/09	1.8371%	995,364	54,180,583	99.94%	100.25%	99.69%	\$17,067,177.46	\$443,558,372.83	3.8478%
09/10	1.7278%	965,635	55,887,299	97.01%	103.15%	94.05%	\$16,557,418.89	\$457,530,687.81	3.6189%

CSU Econ Impact study April 2006=\$12.86 750ml

	Overall		Avg	Avg	Avg
1992-2009 Growth	1052%	202%	117.11%	104.08%	113.03%
5 Yr Comparison	140.17%	119.77%	83.22%	96.32%	86.40%

CO Production Equivalents		
Fiscal Year	Cases (12*750ml)	Gallons liters/3.7854
1995	12,573	29,894
1996	11,073	26,327
1997	27,796	66,085
1998	28,415	67,557
1999	34,240	81,408
2000	35,346	84,038
2001	42,160	100,239
2002	51,718	122,962
2003	56,246	133,728
2004	65,664	156,120
2005	76,545	181,990
2006	91,057	216,494
2007	99,309	236,113
2008	110,665	263,113
2009	110,596	262,948
2010	107,293	255,095

Please see notes and explanations on page 2.
 For more information and explanation, contact:
 Doug Caskey, executive director
 Colorado Wine Industry Development Board
 2645 5th Street
 Boulder, CO 80304-3203
 PH: 720.304.3406 / FAX: 720.304.3405
 mailto:dcaskey@coloradowine.com
 www.coloradowine.com

Colorado Winery Production by Region

FY	I. Front Range					II. Grand Valley AVA					III. Western Slope, non-Grand Valley				
	# of Ltrs	Tax \$ Pd.	% of Ltrs	% of \$	Avg \$/ltr	# of Ltrs	Tax \$ Pd.	% of Ltrs	% of \$	Avg \$/ltr	# of Ltrs	Tax \$ Pd.	% of Ltrs	% of \$	Avg \$/ltr
99/00	38,998.85	\$1,384.59	14.00%	14.01%	\$0.0355	209,035.25	\$6,920.00	75.03%	70.03%	\$0.0331	30,586.50	\$1,576.37	10.98%	15.95%	\$0.0515
00/01	55,838.60	\$2,514.95	14.72%	18.73%	\$0.0450	288,156.53	\$9,238.20	75.94%	68.79%	\$0.0321	35,447.75	\$1,676.72	9.34%	12.49%	\$0.0473
01/02	91,931.90	\$3,801.19	19.75%	23.36%	\$0.0413	323,854.79	\$10,056.28	69.58%	61.80%	\$0.0311	49,672.70	\$2,413.85	10.67%	14.83%	\$0.0486
02/03	117,853.18	\$5,094.56	23.28%	27.23%	\$0.0432	339,306.70	\$11,173.12	67.03%	59.71%	\$0.0329	49,053.75	\$2,444.89	9.69%	13.07%	\$0.0498
03/04	167,929.53	\$6,680.66	28.42%	31.18%	\$0.0398	359,528.10	\$11,582.51	60.84%	54.06%	\$0.0322	63,519.60	\$3,163.69	10.75%	14.77%	\$0.0498
04/05	190,936.50	\$7,246.85	27.72%	30.59%	\$0.0380	411,495.96	\$12,431.92	59.73%	52.48%	\$0.0302	86,471.60	\$4,011.06	12.55%	16.93%	\$0.0464
05/06	251,735.70	\$9,160.48	30.72%	32.93%	\$0.0364	445,849.65	\$13,126.42	54.40%	47.19%	\$0.0294	121,931.97	\$5,529.62	14.88%	19.88%	\$0.0454
06/07	294,758.47	\$10,636.00	32.98%	35.97%	\$0.0361	488,258.83	\$13,805.44	54.63%	46.69%	\$0.0283	110,765.31	\$5,123.93	12.39%	17.33%	\$0.0463
07/08	313,680.78	\$11,540.78	31.49%	34.79%	\$0.0368	529,316.29	\$14,838.44	53.14%	44.73%	\$0.0280	152,992.27	\$6,797.74	15.36%	20.49%	\$0.0444
08/09	368,380.63	\$13,748.95	37.01%	40.59%	\$0.0373	499,531.40	\$14,127.36	50.19%	41.70%	\$0.0283	127,452.13	\$5,998.96	12.80%	17.71%	\$0.0471
09/10	351,638.04	\$13,157.64	36.42%	39.24%	\$0.0374	452,251.28	\$13,280.20	46.83%	39.60%	\$0.0294	161,745.53	\$7,097.56	16.75%	21.16%	\$0.0439
Regional 10-yr % Incr in Prod. Ltrs			901.66%						238.97%					416.69%	

Note: These figures are based on the revenues paid into the Colorado Wine Industry Development Fund during a fiscal year, July-June: \$0.01/liter on all wine sold in the state, \$0.05-0.01/liter (sliding scale) on Colorado wine removed from bond and \$10/ton of fruit purchased by Colorado wineries. These revenues are collected by the Colorado Dept. of Revenue.

The CO Dept. of Revenue will only make public volume of wine and a total dollar figures. Consequently, the retail bottle comparisons above are based on average bottle prices--an educated guess at sales figures, nothing more. No more concrete data is available.

Each winery reports the CO wine liters when it moves product out of bonded storage, as defined by the federal government. For some wineries, that indicates sales to consumer, retailer or wholesaler. For others that means moving wine from the production area into case storage. It is not, unfortunately, a completely accurate account for either sales or production. It is, however, a consistent figure for comparison of one year to the next and a good *indicator* of sales and production.

CO wine liters are broken down by region, defined around the federally designated Grand Valley American Viticultural Area along the Colorado River between Palisade and Grand Junction, for purposes of CO Revised Statute 35-29.5-103 (2)(b). The Colorado Wine Industry Development Fund and the Type I board that administers it are created and defined by Title 35, Section 29.5 of the CRS. These statutes can be found on the Resources page of <http://www.coloradowine.com>.

CO Wine Development Fund Revenue by Source

FY	CO winery tax	Vinous tax	Grape Tax	\$0.01/ltr. From CO Wineries	% Revenue from CO wine industry	Change in tax rev from prev year	Trend of CO tax/Vinous Tax	
91/92	\$ 4,590.00	\$277,299.00		\$ 918.00	1.9863%		1.65525%	
92/93	\$ 5,083.00	\$280,151.00		\$ 1,016.60	2.1773%	101.19%	1.81438%	
93/94	\$ 5,853.00	\$295,963.00		\$ 1,170.60	2.3731%	105.81%	1.97761%	
94/95	\$ 5,658.00	\$302,241.00		\$ 1,131.60	2.2464%	102.02%	1.87202%	
95/96	\$ 4,983.00	\$334,023.00		\$ 996.60	1.7902%	110.10%	1.49181%	
96/97	\$ 12,508.00	\$337,969.00		\$ 2,501.60	4.4411%	103.38%	3.70093%	
legislation passed in 1997 changed the tax collecting methods and tax rates								
97/98	n/a	n/a		\$ 2,557.32		97.43%	%CO Tx/Total	
98/99	\$ 12,530.00	\$344,991.00	\$ 3,931.73	\$ 3,081.63	5.4069%	105.86%	3.63198%	
99/00	\$ 15,769.20	\$375,138.21	\$ 6,825.51	\$ 3,181.16	6.4807%	110.04%	4.20357%	\$ 5,888.24
00/01	\$ 13,429.87	\$415,881.83	\$ 9,569.58	\$ 3,794.43	6.1050%	110.35%	3.22925%	\$ -
01/02	\$ 16,271.32	\$386,537.58	\$ 8,872.57	\$ 4,654.59	7.2382%	93.80%	4.20951%	\$ -
02/03	\$ 18,712.57	\$434,564.72	\$ 8,504.13	\$ 5,062.14	6.9901%	112.17%	4.29439%	\$ -
03/04	\$ 21,426.86	\$435,745.04	\$ 12,542.89	\$ 5,909.77	8.4902%	101.72%	4.93065%	\$ -
04/05	\$ 23,689.83	\$466,639.32	\$ 11,547.57	\$ 6,889.04	8.3938%	106.85%	5.07669%	\$ -
05/06	\$ 27,816.52	\$485,845.53	\$ 14,774.90	\$ 8,195.17	9.6107%	105.29%	5.72538%	\$ -
06/07	\$ 29,565.37	\$519,663.71	\$ 13,656.22	\$ 8,937.83	9.2664%	106.52%	5.68933%	\$ -
07/08	\$ 32,942.06	\$540,474.84	\$ 8,926.46	\$ 9,959.89	8.9000%	103.46%	6.09502%	\$ (234.90)
08/09	\$ 35,926.84	\$541,805.83	\$ 15,046.02	\$ 9,953.64	10.2781%	101.79%	6.63094%	\$ 2,051.57
09/10	\$ 34,768.76	\$558,872.99	\$ 16,109.89	\$ 9,656.35	9.9278%	102.86%	6.22123%	\$ 1,233.36

