



IDAHO'S WINE INDUSTRY:

**RIPE**  
**FOR** *growth*

Idaho's wine industry has proven its resiliency and continues to grow in quality and recognition. With a rapidly increasing population and a burgeoning tourism destination, Idaho offers ample opportunities for the grape-growing and winemaking industry to flourish. The success of this industry contributes significantly to Idaho's agriculture, business community, and overall economy.

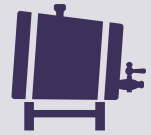


**In 2022...**



**up 35%**

from 52 wineries in 2017



For every \$1 of excise tax-based investment was associated with **\$274 in business revenues** related to wine production across the state of Idaho.





Idaho wine's current strengths lie in two major categories:

### **Recent growth**

The Idaho wine industry has continued to grow not only in size, but in recognition, positioning the industry well to continue to build on its recent success.

### **Unique tourism offerings**

In part driving this recent success, Idaho wine provides unique tourism offerings through the combination of urban winery areas and more traditional rural winery locations. The urban winery scene in Boise and Garden City allows visitors and residents to visit several different tasting rooms near the area's outdoor activity offerings. The vastness of the state also provides two different rural winery settings as northern Idaho offers cooler temperatures in a more mountainous and forested region, while southern Idaho provides high desert landscape.

## *Growth* **Opportunities**

Future opportunities for the Idaho wine industry are attributed to:

- Population growth and increasing demand.
- New generations of wine consumers.
- Continued tourism growth.

