

U.S. and New Mexico Wine Market and Prices

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INTRODUCTION

Winemaking in New Mexico has a long tradition and importance to the state's economy. The wine industry generates close to \$1.12 billion in total economic activity in the State of New Mexico.¹ However, the sector has also faced numerous challenges, including labor shortages, extreme temperatures, frost, and wind. Although the state's high elevation can favor certain grape varieties, frost and wind remain constant challenges throughout the state.²

New Mexico has more than 30 wineries, producing wines from over 75 different grape varieties grown on the state's 925 acres of vineyards.^{2,3} This publication provides up-to-date information on the average prices of wines sold online, categorized by varietal. Wine pricing data is based on information collected from the official websites of individual wineries. Understanding both the pricing and usage of specific wine grape varieties offers valuable insights into the wine industry and market trends.

U.S. WINE MARKET

Consumption

Although both per capita and total wine consumption in the U.S. have declined (see Table 1, page 8), consumers are spending more than ever on the wines they choose to drink.⁴ According to the Wine Institute,⁵ wine consumption steadily increased from 1992 and peaked at 3.16 gallons per capita in 2021. However, it dropped to 2.96 gallons per capita in 2022 and further declined to 2.86 gallons per capita in 2023, marking the lowest level in the past 12 years. Total wine con-

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sumption in 2023 was 899 million gallons, the lowest level recorded in the past nine years.

Despite this decline in volume, total wine sales in the U.S. reached \$107.4 billion in 2023, showing a significant upward trend over the past six years, as shown in Table 2.⁶ U.S. wine sales in 2023 were more than \$107 billion, 46% above the \$73 billion reported in 2018 (see Table 2, page 8).

Red wine has dominated global wine consumption for more than 30 years, but recent trends indicate a shift in consumer preferences, with an increasing number of wine drinkers choosing white wines.⁷ According to the International Organization of Vine and Wine (OIV),⁸ wine drinkers are increasingly favoring whites and rosés, which now account for more than half of consumption.⁹ In the U.S., rosés wine has significantly increased in popularity over the past two decades.⁹

Despite this growth, the wine industry faces challenges in attracting younger consumers. In the U.S., the rise in wine sales is primarily driven by individuals over 60 years old, while Gen Z and Millennials are increasingly favoring ready-to-drink cocktails, tequila, and rum.⁶ When they do choose wine, younger drinkers show a clear preference for light, crisp, and refreshing white wines.⁷

In 2022, Washington, D.C. residents had the highest annual per capita wine consumption in the U.S., averaging 8.14 gallons of wine, approximately 41 bottles of wine. In contrast, New Mexico residents had an annual per capita consumption of 2.33 gallons, equating to around 12 bottles of wine (Table 3, page 9).

Production

The top wine-producing states in the U.S. include: 1) California, 2) Washington, 3) New York, 4) Pennsylvania, 5) Oregon, 6) Ohio, 7) Michigan, 8) Kentucky, 9) Vermont, and 10) Virginia.^{10,11} The U.S. produces approximately 800 million gallons of wine annually, with California being the largest producer, accounting for around 84.4% of the total U.S. wine production. New Mexico, ranked twentieth in overall wine production, contributes less than one percent of the nation's wine output, producing approximately 0.75 million gallons of wine annually (Table 4, page 10).

NEW MEXICO WINES

The history of winemaking in New Mexico dates back to the early Spanish settlers, when monks planted the first grapevines along the banks of the Rio Grande to produce wine for religious ceremonies.¹² By the 1880s, New Mexico had twice the grape acreage of New York and was the fifth largest wine producer in the United States.¹³ However, a devastating Rio Grande flood in 1943 wiped out most of the region's vineyards, and the state's commercial wine industry never fully recovered.¹⁴

In 1977, the first small commercial winery called La Vina winery opened its doors, creating wine from grape varieties that thrived in New Mexico's hard winters and blistering summers. Then, in the same year La Chiripada Winery planted its vines in Northern New Mexico, and opened its first vintage in 1981.¹⁵

Vineyards

More than 2,000 acres of vineyards were planted around Las Cruces between 1982 and 1983.^{14,15} In 1985, total grape acreages were 4,100 acres across New Mexico.¹⁶ Currently, vineyard acreages are falling, with total grape plantings dropping from 1,280 acres across 376 grape farms in 1997 to just 925 acres with 274 grape farms still operation in 2022 (see Table 5, page 11).

Wineries

Today, New Mexico is home to approximately 34 wineries,¹² most of these wineries are small or family operated. The two largest wineries, Gruet Winery and Lescombes Winery, produce 400,000 and 200,000 cases annually, respectively; together they account for about 60% of the state's wine production.¹⁷ Additionally, Noisy Water Winery in Ruidoso produces approximately 40,000 cases each year. Most grapes are grown in southern New Mexico, stretching from Anthony to Deming and Lordsburg see Figure 1.¹⁷



Figure 1. Map of New Mexico showing where grapes are grown in the state.

Marketing

Most winemakers in New Mexico still rely on direct-to-consumer sales through tasting rooms, wine festivals, and local events for their revenue.¹⁸ Few have expanded beyond state borders. For example, Noisy Water is adopting a segmented approach, initially targeting Texas and Arizona, while Wines of the San Juan has extended its sales to the Colorado market.¹⁹

To promote local wine culture and tourism, New Mexico Wine has hosted annual Harvest Festivals in Albuquerque and Las Cruces for over three decades.¹³ The state also supports a growing agritourism sector, offering wine tastings and vineyard tours to attract visitors.²⁰⁻²²

Red Wines

Among red wine varieties, Cabernet Sauvignon is the most widely produced red wine varietal in New Mexico, featured by 23 wineries. Merlot is the next most popular, produced by 19 wineries, followed by Pinot Noir and Sangiovese, each used by 13 wineries. Other commonly grown red varieties include Syrah/Shiraz, Tempranillo, Malbec, Cabernet Franc, and Zinfandel. However, red blends—crafted from a mix of different grape varieties—are the most frequently produced red wines in the state, with 28 wineries making them (Figure 2).

The average prices per bottle for popular red wine grape varieties grown in New Mexico are as follows: \$34.70 for Cabernet Sauvignon, \$27.20 for Merlot, \$34.00 for Pinot Noir, \$26.30 for Sangiovese, \$32.50 for Syrah/Shiraz, \$28.70 for Tempranillo, \$30.20 for Malbec, \$37.00 for

Cabernet Franc, and \$28.70 for Zinfandel (Figure 3). Cabernet Sauvignon and Red Blend have a significantly wider price range compared to other red grape varieties. The average prices for Petite Sirah/Durif, Aglianico, and Nebbiolo are \$44.20, \$45.70, and \$50.00 per bottle, respectively, making them the top-priced red wine varieties in New Mexico. In contrast, the average prices for lower-tier red wines are as follows: \$18.80 per bottle for Red Table wine, \$20.00 for Cinsault, \$22.00 for Chancellor, and \$24.00 for Negroamaro, Norton, and Refosco.

White Wines

Chardonnay, Riesling, and Muscat/Moscato were identified as the top white wine grape varieties produced by New Mexico wineries. As shown in Figure 4, 70.6% of wineries (24 wineries) produce Chardonnay, 59% of wineries (20 wineries) produce Riesling, and 50% of wineries (17 wineries) produce Muscat/Moscato. The average price per bottle for these popular white wine varieties is \$24.90 for Chardonnay, \$21.90 for Riesling, and \$21.60 for Muscat/Moscato.

In Figure 5, the highest average price for white wine grape varietal is \$27.00 per bottle for Alberino, followed by Symphony at \$25.50 and Chenin Blanc at \$25.00. In contrast, the average prices for lower-tier white wines are \$17.00 for Traminette, \$18.00 for Vermentino, and \$19.00 for Arneis. Most white varieties are priced between \$20.00 and \$25.00 per bottle.

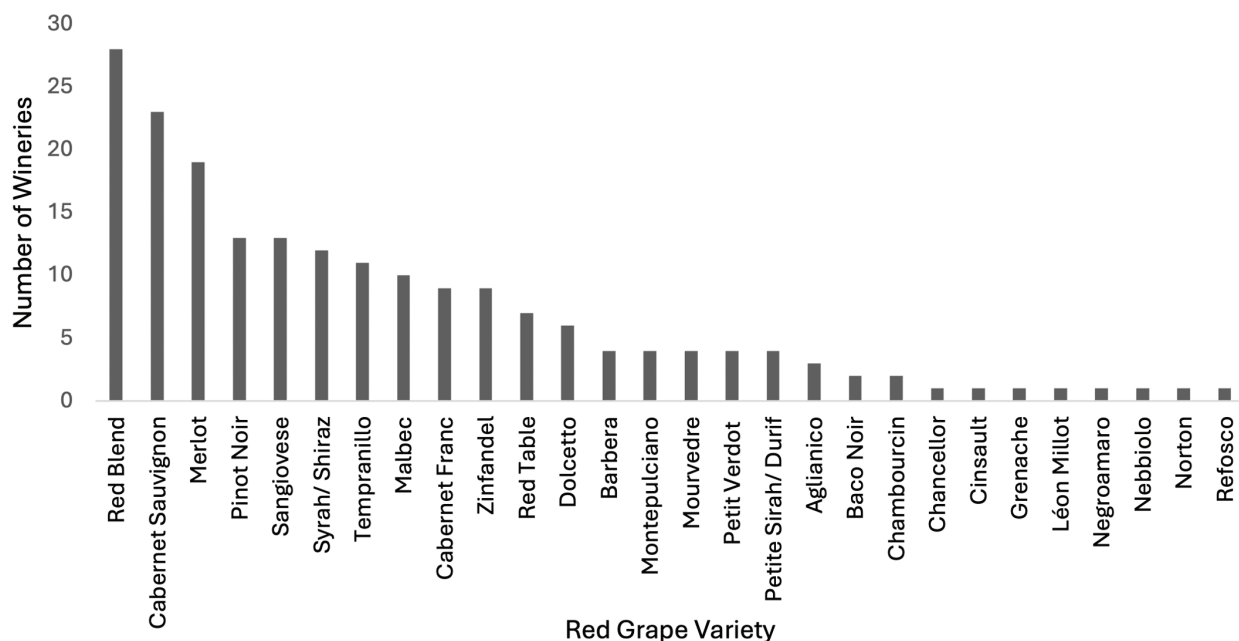


Figure 2. New Mexico Wineries Offering Red Wines Online, by Variety.

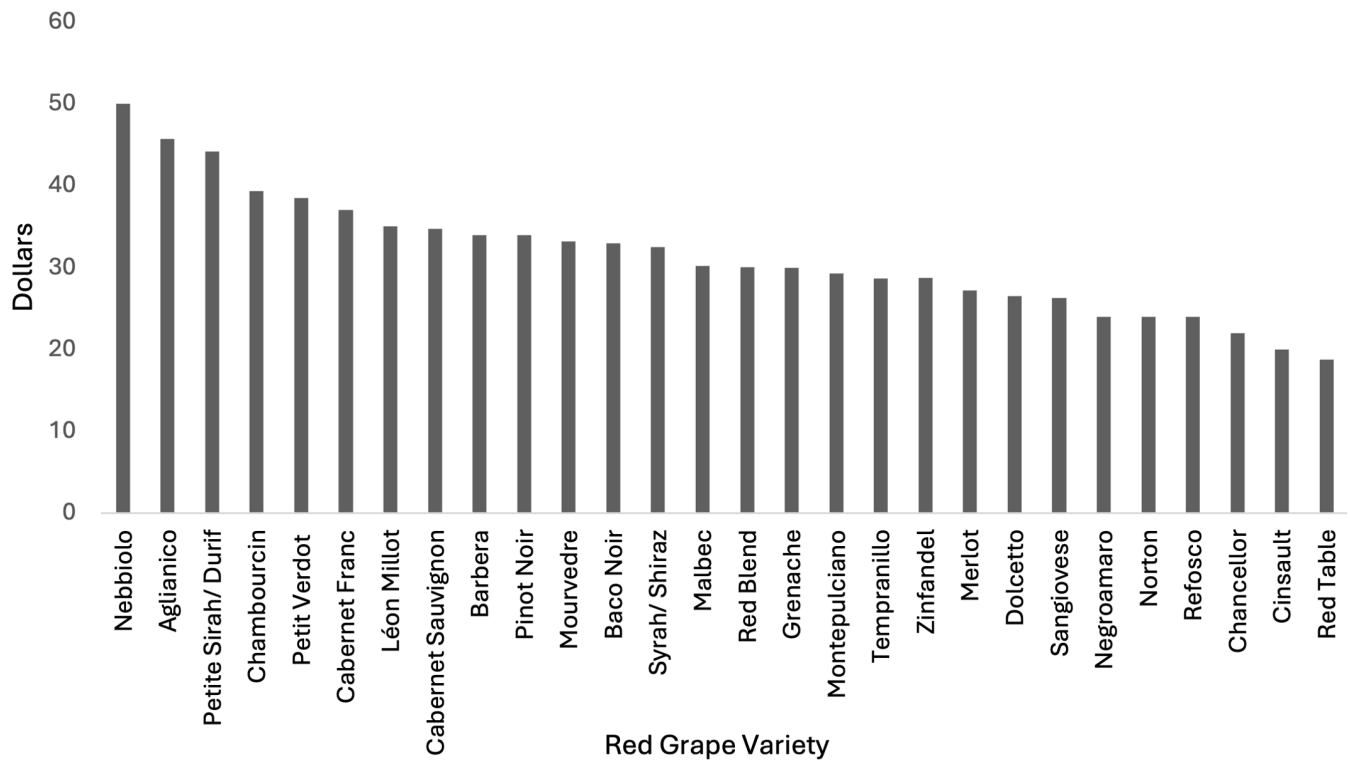


Figure 3. Average Price for Red Wines Offered Online by New Mexico Wineries, by Variety.

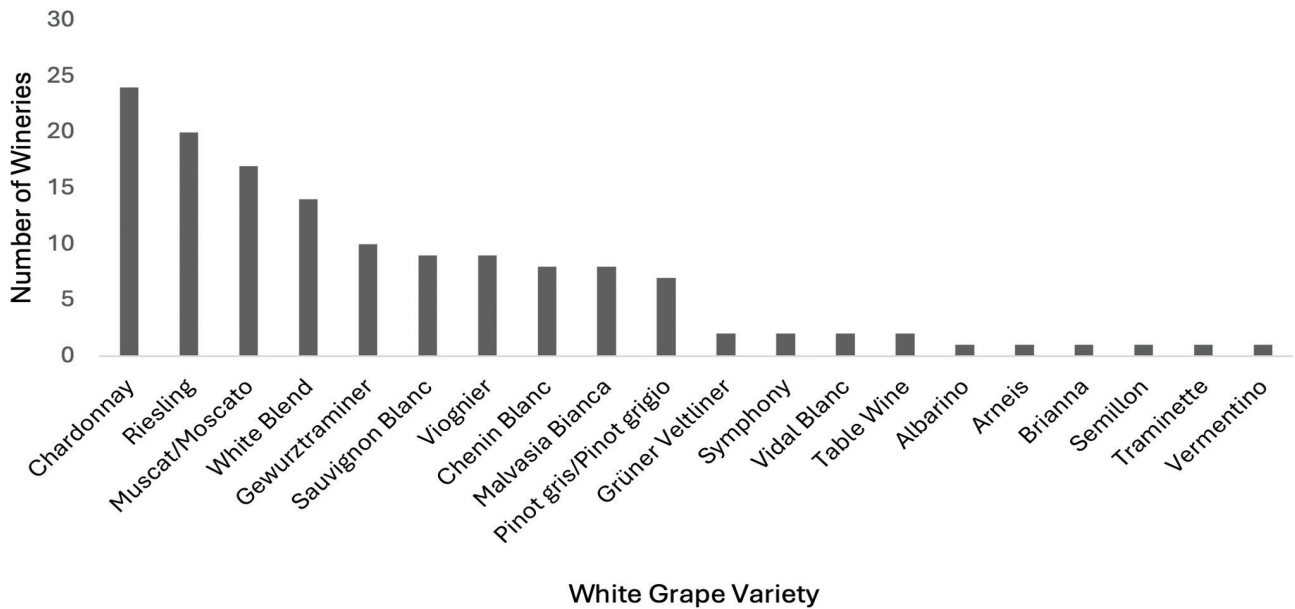


Figure 4. New Mexico Wineries Offering White Wines Online, by Variety.

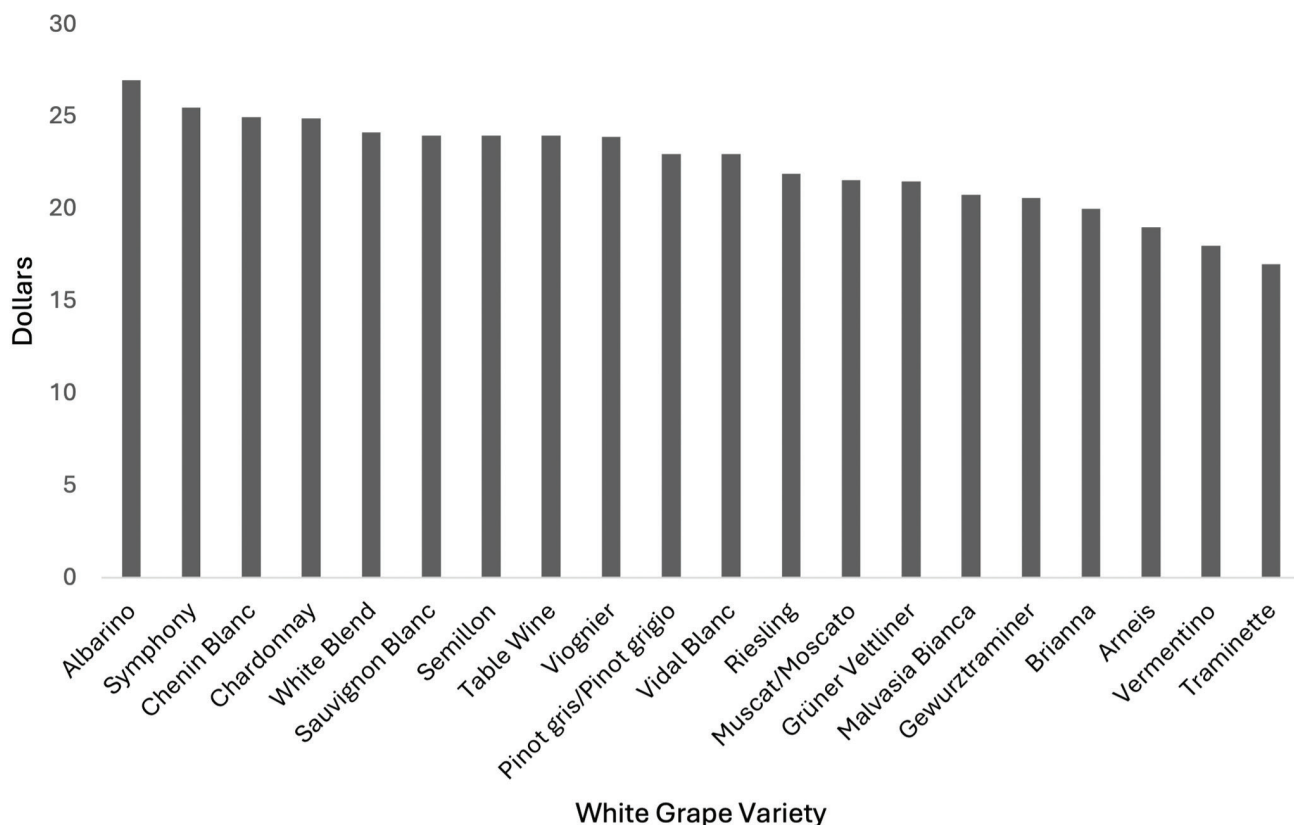


Figure 5. Average Price for White Wines Offered Online by New Mexico Wineries, by Variety.

Other Wines

Port wine is a sweet red wine, commonly served with dessert.^{23,24} It has a significantly wider price range than other wines, with online prices offered by New Mexico wineries ranging from \$22.00 to \$87.00 per bottle. Dessert wine, also sweet and typically served with dessert, has an average price of \$31.25 per bottle. In comparison, the average price for Port wine is \$38 per bottle.

White Zinfandel is a popular rosé wine produced by New Mexico wineries. The average price range for rosé wines in New Mexico is between \$19.00 and \$27.50 per bottle. Varietals priced under \$20.00 include Mission (\$18.30), Sangiovese (\$19.00), and White Zinfandel (\$19.60). On the higher end, Moscato/Muscat and Pinot Noir are among the most expensive rosé varietals, with prices around \$27.00 per bottle (see Table 6, page 12). New Mexico wineries also offer unique rosé options, such as Pistachio Rosé and various rosé blends, which highlight the diversity of flavors available.

Chardonnay, Chenin Blanc, Mission, Moscato/Muscat, and Pinot Meunier are grape varietals used to produce sparkling wine in New Mexico. The average prices per bottle for these varietals range from \$29.80 to \$56.50, with the most expensive sparkling wine made from Chardonnay priced at \$56.50. In contrast, the average price for a blend sparkling wine is approximately \$26.00 per bottle (see Table 7, page 13).

Based on online offerings from New Mexico winery websites, 17.6% of wineries (6 in total) produce sparkling wine. Gruet Winery stands out as a prominent sparkling wine producer and is recognized as one of the largest producers of Champagne Method sparkling wine in the U.S.²⁵ The majority of Gruet's wines are made from Pinot Noir and Chardonnay, and in some cases Pinot Meunier.²⁶ Most of their sparkling offerings are blends of Chardonnay and Pinot Noir.

SUMMARY AND CONCLUSION

New Mexico's wine production is relatively small compared to the overall U.S. wine output, but it plays a significant role in the state's economy. The industry draws tourists, thanks to the region's stunning landscapes, year-round outdoor activities—such as hiking, biking, skiing, hunting, fishing, and wildlife viewing—and a wide range of tasting rooms from small, family-wineries to larger establishments with full winemaking facilities.

Wineries across New Mexico offer a broad selection of red, white, rosé, and sparkling wines. Among 25 red varietals, Cabernet Sauvignon, Merlot, and Pinot Noir are the most popular and are produced by the majority of wineries in the state,

with average bottle prices ranging from \$27.20 to \$34.70. However, prices can vary significantly, from as low as \$14.00 to as high as \$110.00 per bottle. Less commonly produced but more expensive red varietals, such as Aglianico, Petite Sirah (also known as Durif), and Nebbiolo have higher average prices, ranging from \$44.20 to \$50.00 per bottle, and are produced by only a small number of wineries.

Among the 18 white wine varietals produced in New Mexico, Chardonnay, Riesling, and Muscat/Moscato are the leading grape varieties, most widely produced by wineries across the state. These typically have average prices per bottle ranging from \$21.60 to \$24.90, with prices varying between \$10.00 and \$48.00 unlike red wines, the average prices for white and rosé wines show less variation among varietals. White wines generally range from \$17.00 to \$27.00 per bottle, while rosé wines average between \$18.30 and \$27.50. White Zinfandel is a popular rosé wine produced by New Mexico wineries and is priced around \$19.60 per bottle.

Sparkling wines in the state also vary in price, with average bottle prices ranging from \$25.60 to \$56.50, depending on the varietal. Sparkling wines made from Chardonnay grapes tend to be the most expensive, typically priced 30% to 55% higher than other sparkling varieties.

In summary, this publication offers an overview of the U.S. wine market, including trends in wine consumption and a general perspective on wine production by state. This article focuses specifically on current wine prices by grape variety in New Mexico. Together, these insights—covering consumption patterns, production data, and pricing trends—provide valuable information to help New Mexico wine producers make informed decisions.

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TABLES

Table 1. U.S. Wine Consumption

Year	Total wine per resident*	Total wine gallons (million)
2018	3.00	982
2019	2.94	971
2020	3.12	1040
2021	3.16	1060
2022	2.96	986
2023	2.68	899

Source: <https://wineinstitute.org/our-industry/statistics/us-wine-consumption/>.⁵

*Based on all wine types including sparkling wine, dessert wine, vermouth, other special natural and table wine, using Bureau of the Census resident population. Per capita consumption will be higher if based on legal drinking age population.

Table 2. U.S. Wine Sales in Billions \$ from 2018-2023

Year	U.S. wine sales (Billions \$)
2018	73.4
2019	78.6
2020	80.0
2021	92.2
2022	102.2
2023	107.4

Source: <https://www.forbes.com/sites/lizthach/2024/05/15/wine-triumphs-us-wine-industry-surpasses-107-billion-in-2023-sales-report-reveals/>.⁶

Table 3: Annual Per Capita Ethanol Consumption in Gallons of Wine and Per Capita Consumption in Gallons of Wine in 2022, by State

State	Per capita ethanol consumption in gallons of wine	Per capita consumption in gallons of wine*	State	Per capita ethanol consumption in gallons of wine	Per capita consumption in gallons of wine*
District of Columbia	1.05	8.14	Indiana	0.36	2.79
New Hampshire	0.80	6.20	Missouri	0.35	2.71
Vermont	0.72	5.58	Maryland	0.34	2.64
Delaware	0.68	5.27	Tennessee	0.34	2.64
California	0.62	4.81	Louisiana	0.33	2.56
Hawaii	0.58	4.50	Texas	0.33	2.56
Florida	0.57	4.42	North Dakota	0.31	2.40
Massachusetts	0.57	4.42	Ohio	0.31	2.40
Nevada	0.57	4.42	New Mexico	0.30	2.33
Oregon	0.57	4.42	Pennsylvania	0.30	2.33
Alaska	0.53	4.11	Idaho	0.29	2.25
Connecticut	0.53	4.11	Wyoming	0.29	2.25
Rhode Island	0.52	4.03	Georgia	0.25	1.94
New Jersey	0.51	3.95	Alabama	0.24	1.86
Virginia	0.51	3.95	South Carolina	0.24	1.86
Montana	0.50	3.88	Arkansas	0.23	1.78
North Carolina	0.49	3.80	Iowa	0.22	1.71
Washington	0.49	3.80	Kentucky	0.22	1.71
Illinois	0.48	3.72	Nebraska	0.21	1.63
Colorado	0.47	3.64	South Dakota	0.21	1.63
New York	0.46	3.57	Mississippi	0.19	1.47
Maine	0.42	3.26	Oklahoma	0.18	1.40
Michigan	0.39	3.02	Utah	0.17	1.32
Minnesota	0.39	3.02	Kansas	0.15	1.16
Wisconsin	0.39	3.02	West Virginia	0.11	0.85
Arizona	0.38	2.95			

Source: <https://www.niaaa.nih.gov/sites/default/files/surveillance-report121.pdf#page=13>.²⁷

Note: *Conversion of Ethanol Content 0.129 for wine, and per capita consumption is based on State population estimates for people ages 14 and older from the Centers for Disease Control and Prevention's (CDC) WONDER online query system, which provides population estimates produced by the U.S. Census Bureau.

Table 4. Wine Production by State 2024

State	Annual wine production (million gallons)	Percent	State	Annual wine production (million gallons)	Percent
California	680.300	84.394	Idaho	0.497	0.062
Washington	40.700	5.049	Maryland	0.436	0.054
New York	28.000	3.474	Illinois	0.392	0.049
Pennsylvania	12.400	1.538	Iowa	0.336	0.042
Oregon	11.800	1.464	Minnesota	0.332	0.041
Ohio	5.900	0.732	Georgia	0.276	0.034
Michigan	2.600	0.323	Arkansas	0.246	0.031
Kentucky	2.200	0.273	Arizona	0.190	0.024
Vermont	2.200	0.273	New Hampshire	0.159	0.020
Virginia	2.200	0.273	South Dakota	0.30	2.33
Texas	1.900	0.236	0.140	0.017	2.25
North Carolina	1.900	0.236	Connecticut	0.135	0.017
New Jersey	1.800	0.223	Nebraska	0.120	0.015
Florida	1.600	0.198	Kansas	0.104	0.013
Indiana	1.400	0.174	South Carolina	0.078	0.010
Tennessee	1.300	0.161	Oklahoma	0.070	0.009
Wisconsin	1.100	0.136	Maine	0.048	0.006
Missouri	0.994	0.123	West Virginia	0.041	0.005
Massachusetts	0.793	0.098	Louisiana	0.038	0.005
New Mexico	0.750	0.093	Alabama	0.035	0.004
Colorado	0.557	0.069	Montana	0.033	0.004
Total U.S. Wine Production			800.1 million gallons		

Source: <https://worldpopulationreview.com/state-rankings/wine-production-by-state>

Table 5. New Mexico Grapes by Acres and Farms for year 1997, 2002, 2007, 2012, 2017, and 2022

Grape	Types	Year					
		1997	2002	2007	2012	2017	2022
Total	Acres	1,249	1,030	1,103	1,153	1,280	925
	Farms	154	247	227	516	376	274
Bearing age acres	Acres		533	930	964	1,129	721
	Farms		166	201	349	270	201
Nonbearing age acres	Acres		497	173	189	151	204
	Farms		115	71	254	180	124

Table 6. Minimum and Maximum Price by Type of Red and White Wine

A Wine Varietal* (Red Wine Grape)	Min Price (\$/Bottle)	Max Price (\$/Bottle)	A Wine Varietal* (White Wine Grape)	Min Price (\$/Bottle)	Max Price (\$/Bottle)
Aglianico	\$38	\$50	Albarino	\$27	\$27
Baco Noir	\$22	\$40	Arneis	\$19	\$19
Barbera	\$22	\$50	Brianna	\$20	\$20
Cabernet Franc	\$24	\$48	Chardonnay	\$10	\$48
Cabernet Sauvignon	\$14	\$110	Chenin Blanc	\$16	\$35
Chambourcin	\$33	\$45	Gewurztraminer	\$14	\$33
Chancellor	\$22	\$22	Grüner Veltliner	\$19	\$24
Cinsault	\$20	\$20	Malvasia Bianca	\$13.99	\$27
Dolcetto	\$17	\$37	Muscat/Moscato	\$10	\$36
Grenache	\$30	\$30	Pinot gris/Pinot grigio	\$14	\$32
Leon Millot	\$35	\$35	Riesling	\$14	\$35
Malbec	\$22	\$42	Sauvignon Blanc	\$20	\$33
Merlot	\$14	\$40	Semillon	\$24	\$24
Montepulciano	\$22	\$45	Symphony	\$22	\$29
Mourvedre	\$25	\$50	Traminette	\$17	\$17
Negroamaro	\$24	\$24	Vermentino	\$18	\$18
Nebbiolo	\$50	\$50	Vidal Blanc	\$22	\$24
Norton	\$24	\$24	Viognier	\$18	\$32
Pinot Noir	\$20	\$68	Table Wine	\$20	\$32
Petit Verdot	\$30	\$48	White Blend	\$18	\$36
Petite Sirah/ Durif	\$36	\$65			
Refosco	\$24	\$24			
Syrah/ Shiraz	\$18	\$70			
Sangiovese	\$19	\$44			
Tempranillo	\$20	\$40			
Zinfandel	\$17	\$41			
Red Table	\$10	\$28			
Red Blend	\$14.99	\$131			

Source: <https://nmwine.com/winery/>

Note: *A wine varietal is made from a single type of grape.

Table 7. Minimum and Maximum Price of Specialty Wines, and Average Price of Rosé and Sparkling Wines

				Average Price	
Other Wines	Min Price (\$/Bottle)	Max Price (\$/Bottle)	A Wine Varietal*	Rosé	Sparkling
Specialty Wines			Baco Noir	\$22.8	
Port Wine	\$22	\$87	Cabernet Sauvignon	\$24.0	
Dessert Wine	\$20	\$39	Chambourcin	\$22.0	
			Chancellor	\$20.0	
			Chardonnay		\$56.5
			Chenin Blanc		\$35.0
			Merlot	\$25.0	
			Mission	\$18.3	\$35.0
			Moscato/ Muscat	\$27.0	\$29.8
			Petit Verdot	\$24.0	
			Pinot Grigio	\$22.0	
			Pinot Meunier		\$40.0
			Pinot Noir	\$27.5	
			Sangiovese	\$19.0	
			Syrah	\$22.0	
			White Zinfandel	\$19.6	
			Blend	\$22.8	\$25.6
Source: https://nmwine.com/winery/ Note: *A wine varietal is made from a single type of grape.					