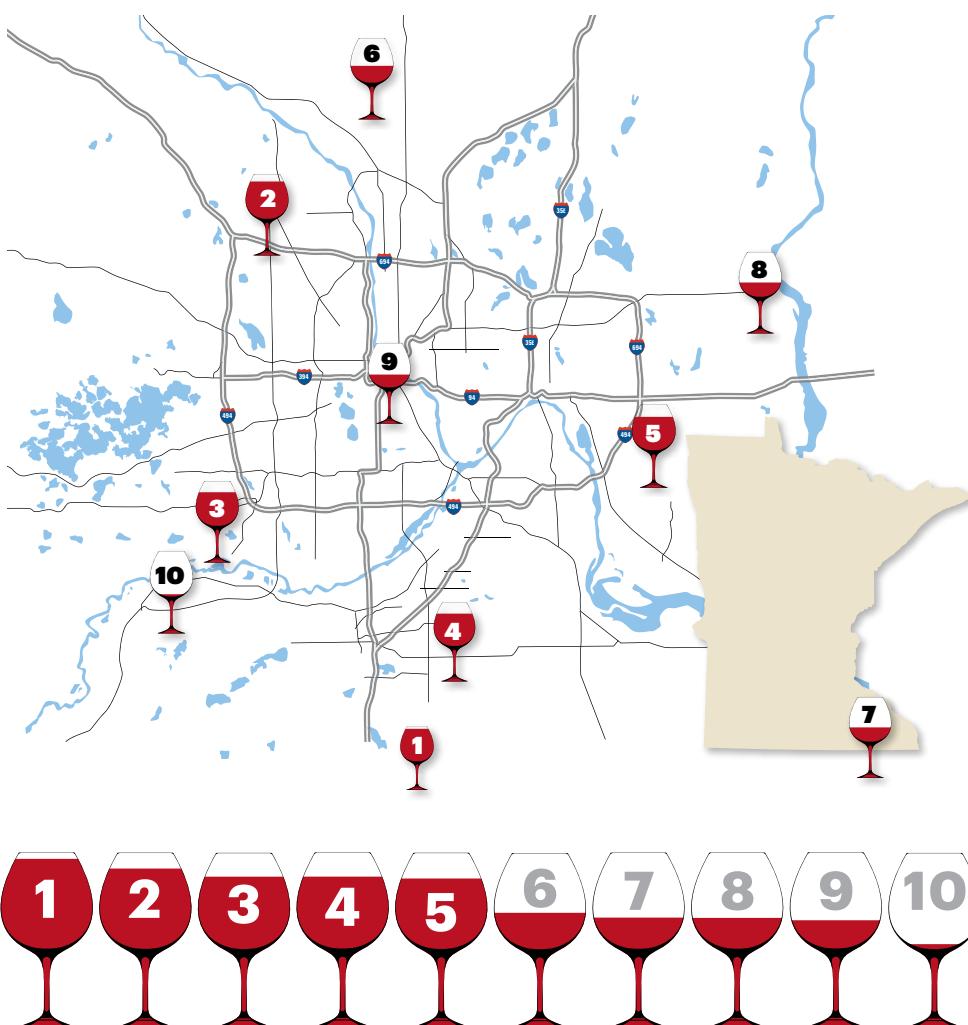


## THE LIST

## ► BIGGEST SPENDERS ON WINE



Minnesotans will spend over \$1.26 billion on alcoholic beverages this year, and about \$312.6 million of that will be spent on wine. Here are the areas that will spend the most, according to California-based mapping company Esri and the Bureau of Labor Statistics:

Rank	ZIP code	City	Projected \$ spent on wine in 2015
1.	55044	Lakeville	\$4,070,078
2.	55311	Osseo	\$3,939,827
3.	55347	Eden Prairie	\$3,823,971
4.	55124	Apple Valley	\$3,821,534
5.	55125	Woodbury	\$3,803,585
6.	55304	Andover	\$3,351,536
7.	55901	Rochester	\$3,334,249
8.	55082	Stillwater	\$3,268,804
9.	55416	Minneapolis	\$3,243,791
10.	55379	Shakopee	\$2,908,807

**Source:** Esri's updated demographics 2015 estimates, Esri's consumer spending demographics, Bureau of Labor Statistics

## ► PROS AND CONS

Winemaking is a highly regulated industry in Minnesota, with several legal stipulations dictating what wineries can and cannot do with their products. According to executives from wineries on The List, some of the regulations hurt their business, but some help, as well.

## CONS

- Wine production is capped at 75,000 gallons per year. Allowing higher production volume could boost growth and make Minnesota wines more recognizable to consumers.
- Farm wineries are not allowed to operate tasting rooms off of the winery premises. This means tasting events are held exclusively at the wineries, generally rural locations requiring advanced planning and travel for interested visitors.
- Distilled spirits made by Minnesota wineries cannot be sold directly to winery patrons. Brandies and other higher alcohol content products are only available for

purchase off-site, where these items face competition from other products.

## PROS

- Farm wineries are able to sell bottles of their wines seven days a week, unlike traditional liquor stores. Tourists visiting wineries on Sundays can take bottles or cases to go.

## TOSS UP

- A majority of the agricultural produce used in Minnesota wines must be grown in-state. Some argue that this limits the variety of wines that can be made and drives up the cost to consumers, but others believe using Minnesota-grown produce maintains the integrity and quality of the wines made here.

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