



TERRESTORIA

NEW MARKET REPORT LOOKS TO UTAH AS A HAVEN FOR WINE CONNOISSEURSHIP

SALT LAKE CITY, 02/20/2020—What began late last year as a simple online survey directed at a small group of wine drinkers inadvertently set in motion a comprehensive inquiry into the social, political and economic realities that make Utah (*yes, Utah!*) a high-potential market for wine. Today's publication of *The Utah Wine Market Report* marks yet another milestone for a state that consistently ranks among the nation's leading economies.

A decade of record-breaking growth across Utah's vast spectrum of industrial sectors—which includes aerospace, financial services, outdoor products and information technology—has attracted a steady flow of exceptional talent and investment into the state. Consequently, the correlation between in-migration and changing patterns of wine consumption has been nothing short of remarkable.

Written by Stephanie Cuadra, founder of Terrestoria Wine Imports in Salt Lake City, The Utah Wine Market Report also openly addresses what the author describes as an urgent need to recognize *food, drinks and hospitality* both as a vital resource within the greater economy and as a strategic sector in its own right.

The first edition of Terrestoria's market report comes as state legislators consider two separate wine-related bills offering breakthrough solutions to growing demand among Utahns for access to more diverse wine selections, including products sold through wine subscription services and direct-to-consumer channels.

As the U.S. beverage alcohol industry raises the alarm about falling wine sales due to an aging population, competing drink segments and international trade wars, The Utah Wine Market Report looks to the Beehive State as “unexplored territory where traditional values coalesce more than ever with untethered free-market practices.”

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ABOUT TERRESTORIA WINE IMPORTS

Founded in Salt Lake City and operating from satellite offices in Milan, Terrestoria was created to foster discovery among Utah's burgeoning community of wine enthusiasts. While focusing on lesser-known wine regions and indigenous grapes of Italy and Spain, Terrestoria partners with small-scale producers whose voices are rarely heard beyond local borders. Terrestoria champions inclusiveness in the wine industry and is proud to represent the following women-led wineries: **Adega San Salvador de Soutomaio**r (Rías Baixas, Galicia); **Bàrbara Forés** (Terra Alta, Catalonia); **Cascina Montagnola** (Colli Tortonesi, Piedmont); **Massimago** (Valpolicella, Veneto); **Vigna Lenuzza** (Friuli Colli Orientali); **Podere Conca** (Bolgheri, Tuscany); **Alepa** (Terre del Volturno, Campania); **Quarta Generazione** (Mt. Vulture, Basilicata); **Santa Maria La Nave** (Etna, Sicily).