

## **Boise State Survey: 86% of Treasure Valley Residents Would Recommend Idaho Wine**

*The holiday season is the perfect time to buy Idaho wine and visit Idaho wineries*

**November 17, 2022** - Treasure Valley residents in Ada and Canyon Counties are big fans of Idaho wine, according to a survey commissioned by the Idaho Wine Commission and conducted by the Idaho Policy Institute at Boise State University. Results showed 86% of those surveyed said they were likely to recommend Idaho wines to a friend or family member and 83% said they would recommend visiting an Idaho winery.

A total of 405 adults over the age of 21 living in Ada and Canyon counties completed the independent survey between October 18 and October 28, 2022.

"Idaho wines have an excellent, well-earned reputation in our home state and the survey shows this," said Moya Dolsby, Executive Director of the Idaho Wine Commission. "If you haven't tried Idaho wine yet, events like winemaker dinners and barrel tastings are unique experiences for those looking for winter outings or festive ways to celebrate the holidays."

The survey showed Treasure Valley residents have room to grow in their awareness of the extent of Idaho wine's community. Sixty-two percent of respondents guessed Idaho had fewer than 50 wineries, when in fact the state has over 70. More than 50% of respondents were familiar with wines from Idaho's Snake River Valley American Viticultural Area (AVA), but less than 30% were familiar with wines from the Eagle Foothills AVA north of Boise, and less than 10% were familiar with Idaho's newest AVA, the Lewis Clark Valley, in northern Idaho near Lewiston.

Dolsby noted Idaho's wine community has grown rapidly in recent years, which may account for the gap in awareness. In 2010, there were 43 wineries in the state, compared to more than 70 today, nearly a 70% increase.

In 2022, national publications such as [Food & Wine](#), [Veranda](#), [MSN](#) and [Best Life](#) included Idaho as a destination for wine enthusiasts.

"The quality of Idaho wines is at an all-time high with new and established producers creating remarkable wines at a wide array of price points," said Kathryn House McClaskey, owner of Boise-based House of Wine and a judge at the 2022 Idaho Wine Competition. "Due to their

increased popularity, a large variety of Idaho wines are available at local wine shops and grocery stores, making it easy to share and gift them throughout the year.”

For a complete list of Idaho wineries, visit [www.idahowines.org/visit](http://www.idahowines.org/visit) and check [www.idahowines.org/events](http://www.idahowines.org/events) for information on winery tastings, events, and upcoming promotions.

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*The [Idaho Wine Commission](http://www.idahowines.org) markets and promotes Idaho's wineries, cideries and growers. With 70+ wineries and 1,300 vineyard acres planted, Idaho's wine industry has an economic impact of more than \$210 million annually. Visit [www.idahowines.org](http://www.idahowines.org), or follow the Idaho Wine Commission on [Facebook](#) or [Instagram](#), for more information about wineries, vineyards, and events in Idaho.*