



Messina Hof

WINERY

JOIN THE FAMILY
EST. 1977



A TASTE OF TEXAS WINE TOURISM: EXPERIENCE TRUE TEXAS HOSPITALITY

ABOUT MESSINA HOF



The Bonarrigo Family: Paul Vincent, Merrill, Paul Mitchell (CEO & Winemaker), Karen, Sophia Marie, & Paul Anthony

Messina Hof

“The Most Awarded Winery in Texas”

- Over 1400 medals and awards
- 1st and only Texas winery to receive “Top All-Around Winery” at the Houston Livestock Show & Rodeo

- Messina Hof was the **4th winery** established in the state of Texas in 1977.
- Messina Hof has grown from producing only 1,300 gallons to now over **150,000 gallons** per year with **3 locations** in Texas (Bryan, Fredericksburg, and Grapevine.)

THE CONNECTION BETWEEN WINE & TOURISM



Wine is... **CELEBRATION**

People visit wineries for a connection with emotion.

- Over **60,000 weddings** are held at wineries each year.
- In 2015, there were approximately **30,000,000 winery visitors.**



THE CONNECTION BETWEEN WINE & TOURISM



- There are over **7,500** wineries in the U.S. and an estimated **50,000** wines in circulation, but each is different and unique

Wine is...
ART

“Wine to me is passion. It’s family and friends. It’s warmth of heart and generosity of spirit. Wine is art. It’s culture. It’s the essence of civilization and the art of living.”

– Robert Mondavi



THE CONNECTION BETWEEN WINE & TOURISM



Wine is...

LOCAL

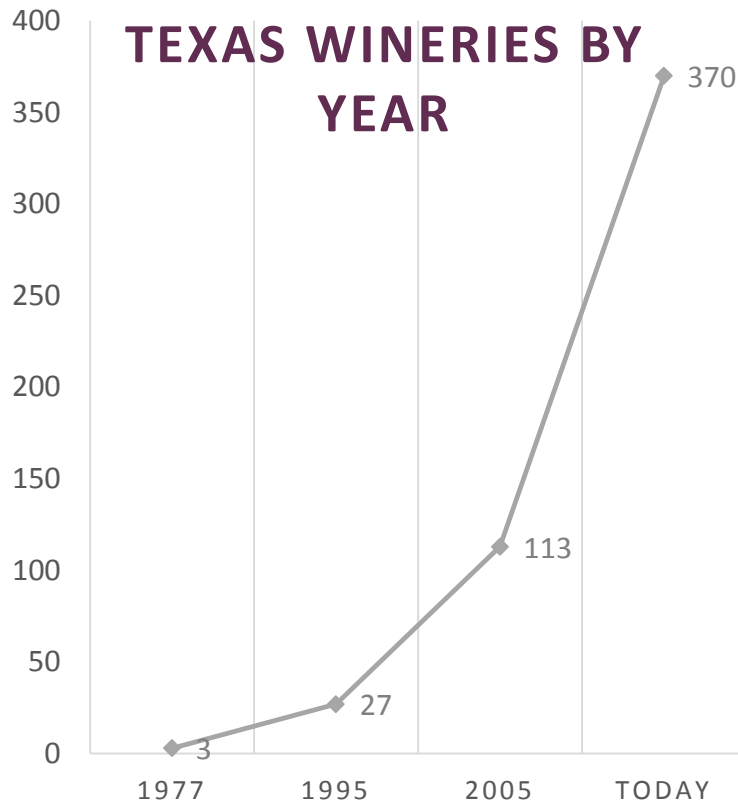
People seek out authentic goods with a good story from the region they visit or live.

- A winery is rooted in a **local community** becoming a part of the **local culture**.
- Most Texas wineries are located in population centers and are easily accessible for tourists. Approximately **95%** of Texas wine is consumed locally.
- **34%** of consumers are “specifically looking to immerse themselves in the destinations they visit and to travel like a local”

THE ESTABLISHMENT OF THE TEXAS WINE INDUSTRY

- Texas is the site of the **1st vineyard in North America**, which was established in **1662** by Franciscan priests.

20 Year Early Growth Phase



CALIFORNIA

236% growth
1970-1990

OREGON

469% growth
1987-2007

TEXAS

1,160% growth
1995-2015

#txwine

THE OPPORTUNITY OF THE TEXAS WINE INDUSTRY



Wine Grapes Love the Texas Climate!

Texas wine covers one of the most diverse agricultural profiles and broad selections of grape varieties in the U.S.

In 2014, **WINE ENTHUSIAST** named the Texas Hill Country one of the **top 10 wine destinations** in the world.

THE TEXAS HILL COUNTRY:

- about 1 million tourists visit every year
- 52 wineries
- 400,000 cases produced a year

Texas consumes the **2nd greatest** amount of wine by volume in the United States.

THE TEXAS WINE INDUSTRY TODAY



Interactive Map courtesy of Dr. Greg Cobb | Texas A&M University

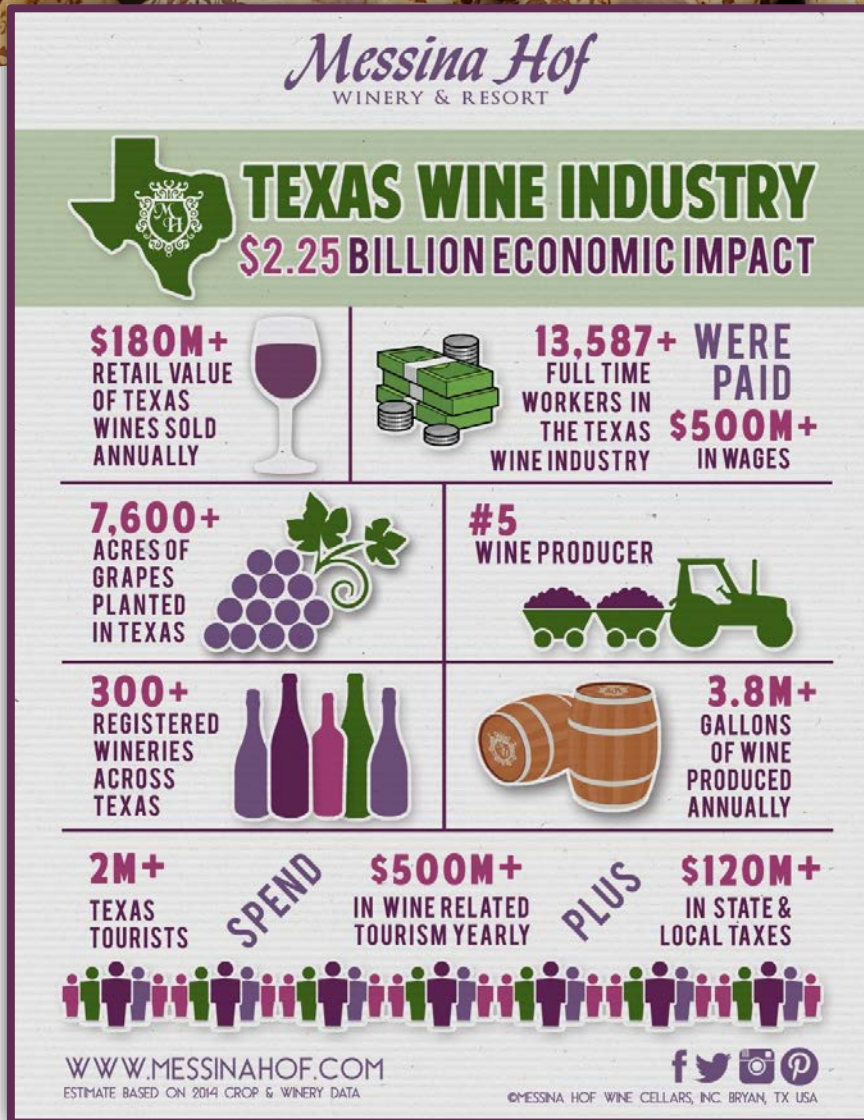
WINE WITH TEXAS HOSPITALITY

Texas offers a unique experience like no other wine region in the world



Texas is currently the **5th** largest wine-producing state in the U.S.!

THE TEXAS WINE INDUSTRY TODAY



The Texas Wine Industry contributes
MORE THAN \$2.25 BILLION
of Economic Value in Texas

According to data provided by TWGGA, Texas Wine & Grape Growers Association

- **3,800,000+** gallons of Texas wine annually
- **\$500,000,000+** spent annually on wine tourism

Texas is home to almost 80 wine festivals including **GrapeFest**, the **largest wine festival** in the southwest!

TEXAS WINE AWARDS



Messina Hof has won **280 medals** in international competitions since 2013.

FAQ: “You make wine in Texas??”

A: “**Absolutely!** Award winning and internationally recognized wines.”



COME VISIT US!



Bryan, TX



Fredericksburg, TX



Grapevine, TX

Additional Resources:

www.txwines.org | www.texasagriculture.gov |
www.messinahof.com/media-trade