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[Home](#) > [Newsroom](#) > [Press Releases](#) > 2014

## Acting Governor Guadagno Continues "Tourism Tuesday" Campaign With Stops At Old York Cellars And Alba Vineyard

Tuesday, July 8, 2014

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*Visits Highlight the Significant Contribution of Wineries to New Jersey's Tourism Economy*

**Trenton, NJ** - Continuing this summer's "Tourism Tuesday" campaign, Acting Governor Kim Guadagno today visited Old York Cellars and Alba Vineyard in Hunterdon County to showcase the considerable contributions of wineries to New Jersey's larger tourism economy. New Jersey has more than 48 licensed wineries and is the tenth largest wine producing state in the country with 1.56 million gallons of wine produced annually.

"Wines produced by New Jersey's wineries have gained prestige and recognition across the country and beyond. Old York Cellars and Alba Vineyard, both producers of award-winning wines, are perfect examples of the strong agribusiness industry that has made the Garden State proud for centuries," said Acting Governor Guadagno. "I am pleased to showcase the variety of destinations in every corner of the state that can appeal to residents and visitors of all interests. This region provides countless opportunities for individuals and families to enjoy our state's natural beauty and rich history."

New Jersey's wineries generate between \$30 and \$40 million of revenue annually. In 2012, approximately 716,000 cases of wine were produced. There are more than 40 varieties of wine grown in the state, from Pinot Noir and Riesling in the North to Italian varieties such as Sangiovese and Barbera in the South. A considerable portion of New Jersey's wine sales are non-grape fruit wine, particularly apple, blueberry, raspberry and cranberry wines.

Located in Ringoes, Old York Cellars was founded in 2008 and opened in 2010. The farm was previously known as Amwell Valley Vineyards, which was the first winery licensed under the New Jersey Farm Winery Act of 1981. Old York Cellars' wines have won acclaim in competitions across the country, and proceeds from their line of "What Exit" Wines are donated to the Hurricane Sandy New Jersey Relief Fund.

"It was an honor to give Acting Governor Guadagno a tour of our picturesque vineyard and award-winning winery," said David Wolin, owner of Old York Cellars. "The wine making business and farm wineries in New Jersey are growing and are becoming bigger players in the agritourism business in the State. Under the leadership of Governor Christie and Lt. Governor Guadagno, we believe that small businesses like ours will continue to prosper in New Jersey. We have gone from a single employee in 2008 to over 20 employees today. Old York Cellars is proud to be part of an industry that continues to drive tourism and New Jersey pride."

New Jersey has three micro-regions each designated as an official American Viticultural Area (AVA) best suited for grape growing. The Central Delaware Valley AVA is located in Central New Jersey and is shared with Southeastern Pennsylvania along the Delaware River. The Outer Coastal Plain AVA includes all of Cumberland, Cape May, Atlantic and Ocean Counties. The Warren Hills AVA is located in Warren County along New Jersey's hilly northwestern edge bordering Pennsylvania.

Alba Vineyard was founded in Milford in 1980 and operates with an emphasis on the importance of sustainable viticulture. The Vineyard is the largest estate vineyard in New Jersey and was named the 2013 New Jersey Winery of the Year at the 2013 New Jersey Wine Competition.

"We have grown Alba Vineyard into New Jersey's largest vineyard, nationally recognized for producing award-winning premium wines," said Tom Sharko, owner and President of Alba Vineyard. "Alba Vineyard has been recognized by

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some of the world's most renowned wine writers and we are honored to have Acting Governor Guadagno come experience our vision."

Acting Governor Guadagno was accompanied by Al Murray, Assistant Secretary of Agriculture, and Mike Halfacre, Director of the Division of Alcoholic Beverage Control.

The "Tourism Tuesday" campaign was created to help promote the diversity of New Jersey's tourism industry during the critical summer season. In March, the Christie Administration announced that New Jersey's tourism industry set a new record in 2013, generating more than \$40 billion in overall tourism-related demand. Visitor spending, capital investment and general government support of tourism tallied a record of \$40.4 billion, a 1.3 percent increase over 2012. Visitation in New Jersey also rose to 87.2 million in 2013, a 5.9 percent increase compared to 2012.

Anyone interested in learning more about the unique collection of wineries available throughout New Jersey is encouraged to visit the state's Division of Travel and Tourism website at [www.visitnj.org/wineries](http://www.visitnj.org/wineries)

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