Top Wine Cities

Wine enthusiasts looking to celebrate National Wine Day on May 25th should hightail it to Portland, OR, according to data from Infogroup, a leading provider of innovative marketing and data solutions.

To determine the top U.S. cities for wine, Infogroup utilized its verified business database of more than 15 million records. The study analyzed U.S. Metropolitan Statistical Areas (MSAs) with a population of over half a million and ranked those cities based on their concentration of wine businesses per 10,000 residents. The types of industries targeted were wine retailers and wineries. Using these indicators, Infogroup ranked the following as the top cities for wine lovers.

Top Ten U.S. Cities for Wine Lovers

1. Portland-Vancouver-Hillsboro, OR-WA
2. Stockton-Lodi, CA
3. San Francisco-Oakland-Hayward, CA
4. Rochester, NY
5. Sacramento--Roseville--Arden-Arcade, CA
6. Modesto, CA
7. New Haven-Milford, CT
8. Albany-Schenectady-Troy, NY
9. Seattle-Tacoma-Bellevue, WA
10. Bridgeport-Stamford-Norwalk, CT

With 1.89 wine-related businesses per 10,000 residents, Portland, OR, came out on top. Oregon is well-known in the U.S. for the rich Pinot Noirs that originate from the many wineries in the region. Not surprisingly, four California cities made the top 10 as well, due to the numerous wineries that thrive in the temperate weather.

2018 was a great year for the US wine industry. The Wine Analytics Report valuated the total U.S wine market at $70.5 billion in 2018, more than double what it was in 2003. The State of the Wine Industry Report, put forth by Silicon Valley Bank predicts that Oregon will be a “bright spot” for sales in 2019, as consumers reported finding consistent value in the region’s wines.

Infogroup’s data on the top cities for wine lovers is useful to both wine drinkers, current business owners and entrepreneurs looking to enter the wine business. Knowing where the wine industry is thriving gives businesses an idea of where they should locate their services or open a new branch. It also helps customers plan their next trip to the vineyard.
In a previous study, Infogroup analyzed top cities for wine but only Metropolitan Statistical Areas (MSA) with populations of at least one million were included. Portland still came out as number one on the list, with San Francisco moving up a spot to #2. San Diego, Washington D.C. and New York City all appeared on the list as well.

“It’s easier to identify which large cities have a thriving wine industry. But zeroing in on smaller cities where the wine industry is thriving, such as Stockton and Rochester, is much harder. This kind of information can create a new opportunity for business owners and marketers in the wine industry,” said Rohit Chowdhury, chief data officer of Infogroup. “No matter the industry, leveraging these data trends into actionable insights are beneficial to marketers looking to run very targeted and effective campaigns.

**About Infogroup**

Infogroup is a leading provider of data and data-driven marketing solutions. Infogroup provides data, technology and services that help marketers acquire new customers and maximize the value of existing relationships. The company's data and marketing solutions help clients of all sizes, from local SMBs to FORTUNE 100™ enterprises, increase sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to our proprietary data on 300 million individuals and 15 million businesses. For more information, visit [www.infogroup.com](http://www.infogroup.com).

1. The U.S. Census Bureau defines a MSA as a Core Based Statistical Area associated with at least one urban cluster that has a population of at least 50,000. According to the U.S. Census website, a Metropolitan Statistical Area comprises the central county or counties containing the core, plus adjacent outlying counties having a high degree of social and economic integration within the urban core.