USA Country Profile: Eastern States - New Jersey, Massachusetts, Rhode Island

NEW JERSEY
New Jersey is ranked 47th of the 50 states that comprise the United States of America in terms of area. Due to its small size, New Jersey, which ranks 11th in the nation in terms of population with 8,791,894 people, ranks first in population density. However, while this offers the impression that New Jersey is entirely urban or suburban, it is not. Large swaths of north-western and southern New Jersey are extremely rural.

There is limited winery direct shipping. New Jersey residents may have up to 12 cases of wine per year shipped to their home from small wineries making 946 000 litres of wine or less per year. Retailer shipping is prohibited.

New Jersey is the 7th largest wine producing state in the country with 6 million litres of wine (2012) produced annually (approximately 716,000 cases). Most wineries welcome visitors for tastings, winery tours and special events. Many wineries now offer shipping of their wines within New Jersey and into other states thanks to a 2012 law. At the beginning of 2014, there were 50 licensed wineries in the state.

MASSACHUSETTS
Massachusetts is the 7th smallest state in the United States it is the most populous New England state. Boston is Massachusetts' largest city and most Bay Staters (4.4 million) live in the Boston area, which cover most of eastern Massachusetts.

The opening of Massachusetts for direct shipping is perhaps the most important change to the direct shipping market. Only 5 states have a higher per capita wine consumption rate than Massachusetts. At 29 bottles (750 ml) of wine consumed per person annually, Bay Staters consume wine at more than a 50% greater rate than the average state. Retailer shipping remains prohibited.

Massachusetts' wineries present a wide variety of wines to complement a delicious spectrum of native foods. Of the 40 licensed wineries in Massachusetts, 36 produce wine and hard cider. These wineries produce and sell product made from viniferous and cold hearty grapes, as well as a variety of fruit including apples, cranberries, peaches and blueberries that are savoured by consumers across the Bay State and the country.

RHODE ISLAND
Rhode Island is one of the worst-ranked states in the country for wine lovers, on the ranks based on how friendly its wine laws are for consumers. Rhode Island ranked 44th overall. Rhode Island law severely limits consumer access to wine. Direct shipping prohibited, with on-site exception: residents may visit an out-of-state winery and have wine shipped to them; however, it is illegal for a common carrier (FedEx, UPS) to deliver wine in Rhode Island to anyone who does not have a valid wholesaler license. Retailer shipping is prohibited. Rhode Islanders may not purchase wine in grocery stores, nor may they have wine shipped directly to them from wineries or wine retailers. The result is severely limited access to a diversity of wines and significant inconvenience.

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