

Organ Mountains-Desert Peaks --Local Business Impact

AMARO WINERY



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How is the Organ Mountains-Desert Peaks National Monument (OMDP) important to your business?

As a locally owned business, tourism and festivals are vital to our success. With the increase in tourism, we are seeing more visitors come to our area, attend our wine festivals, and enjoy our beautiful region. We recognize the role tourism plays in our local economy and our business enjoys sharing with locals and new visitors the rich history of wine making in New Mexico, dating back to the 1600's. Recognizing the rich culture of the area, Amaro Winery takes great pride in sharing with our customers new and old how vital the people, the culture, and the lands around our city make Las Cruces a great place to be. Having the Organ Mountains-Desert Peaks National Monument right in our backyard makes it easy for us to convince visitors to come back again and again.

What ways do you use the Organ Mountains-Desert Peaks in your business?

Earlier this year, we began discussing unveiling a new wine series that would highlight the beauty of OMDP. Working in partnership with local photographer Wayne Suggs and the Friends of the Organ Mountains-Desert Peaks, we created the Monumental Wine series featuring the Organ Mountains Symphony, the RockHouse Red, and the Desert Peaks Rose. The incredible photographs of Wayne Suggs are featured on the labels and we are able to reproduce them as posters. At the launch party of the series, we had approximately 80 to 100 people in our winery and we sold 36 bottles the first night!