

Organ Mountains-Desert Peaks --Local Business Impact

Amaro Winery



Bernd & Xiao Maier, owners

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

Amaro is a neighborhood winery, offering a variety of events to engage and entertain our customers. In addition to our loyal customers, tourism and festivals add to our success. Since the monument designation, we have seen an increase in tourism, attendance at our wine festivals, and more people enjoying our beautiful spaces.

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. Following the monument designation, we saw a great opportunity to connect our winemaking tradition with our public lands by releasing our special edition Monumental Wine Series – the Organ Mountain Symphony, the Rock House 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. A portion of those wine sales benefit the Friends of the Organ Mountains.

How do you see OMDP Benefitting the community?

At our winery, our customers enjoy local wines, beers, and spirits in a relaxed, comfortable, and welcoming environment. We understand and embrace how important our residents and visitors are, the impact of our rich culture, and how the appreciation of our public lands brings all of that together. Because the Organ Mountains-Desert Peaks is so much a part of Las Cruces, we know visitors will come back again and again to experience our community.



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