

2019 Membership Benefits Update!



We Need Your Feedback! In 2019 we will be exploring Employee Benefits programs like Dental, Vision and Life insurance coverages for our members. To do this, we need your feedback. Please take the short survey enclosed and send it back with your payment. If you are paying online, or prefer to take our survey online please visit <https://conta.cc/2B3LYHq>



Getting on the Road In 2019, we invite you to join us in January, February and March to learn more about membership, ask your questions and engage in an educational workshop hosted by the New York Wine & Grape Foundation. We will have more information about these sessions available online in late December and early January. You can also expect to see regional consumer events like in-store New York state wine tastings with retail partners.



New Cost Savings Based on your feedback, we've already revamped our programs, making sure that our members save money or get extra benefits. For example, one winery in the Long Island region spent \$4,254 in wine lab fees as a non-member in 2018. They will continue to have these expenses in 2018, however, as a member, the same services will cost \$3,205, because of the increased subsidy for members.



New Wine Competition Benefits If wine competitions are a part of your business and marketing plan, then you will want to take full advantage of the New York Wine Classic event, held each August in Watkins Glen, NY. Not only are the winning wines virtually guaranteed to sell out each year, the New York Wine & Grape Foundation now provides year-long marketing support through events, special VIP dinners, and a package of marketing materials. You can learn about the New York Wine Classic at www.newyorkwines.org/new-york-wine-classic. As you may already know, the Foundation also **subsidizes wine competition entries** to an approved list of events each year. In 2018 we marked the first-time members received a larger fee subsidy than non-members, as we are now matching their investment with a 50% subsidy. You can learn all about this program at www.newyorkwines.org/winecompetitions.



Participation Discounts The NY Drinks NY campaign is designed to promote New York wines in NYC restaurants and retail stores. Thanks to our *New York Wines Brand Ambassador*, we've planned great 'pop up' events at places like *Corkbuzz* and *Terroir NYC*, along with the 'Grand Tasting' high atop Rockefeller Center in the *Rainbow Room*. This program is open to all New York wineries; however, the participation fee is significantly discounted for members. Sign up for 2019 will be in early Spring. You can learn more about NY Drinks NY at www.newyorkwines.org/nydny

The mission of the New York Wine & Grape Foundation is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy. www.newyorkwines.org info@newyorkwines.org





International Acclaim & Sales New York wines are already making waves worldwide via our Export Program (Market Access Program). Wineries like Hermann J. Wiemer, Brotherhood, Fox Run, Red Newt Cellars, Forge, Paumanok, Wolffer Estate Vineyard, Thirsty Owl, Boundary Breaks, Bloomer Creek, Nathan K., Element Winery, Dr. Konstantin Frank and many others are on shelves and being served at restaurants in London, Hong Kong, Shanghai, Paris and other exciting foreign markets. In 2019 you'll see a "New Faces: New York" Campaign unveiled in London and Hong Kong. While this initiative will feature new wines and winemakers, it will include education about the storied history, world class viticulture, and keystone producers who have been responsible for elevating New York wines in the hearts, minds and on the palettes of wine enthusiasts around the world. The Export program is available to all New York state wineries and you can learn more about the program here www.newyorkwines.org/export-program



Spotlight on Concord In order to promote the Concord grape growers, our staff have worked in conjunction with the New York State Department of Ag & Markets and Cornell University researchers to ensure important food and beverage industry professionals know the health benefits of Concord grapes as well as the unique new products being made with this delicious fruit. You can learn more about this initiative at <http://news.cornell.edu/stories/2018/04/cornell-projects-support-concord-grape-growers-new-york>



Wine Lab Services As you may know, the Wine Analytical Lab, part of the Viticulture and Enology Program in the Cornell College of Agriculture and Life Science, has been approved through the TTB's certified wine chemist program. Housed at Cornell's New York State Agricultural Experiment Station in Geneva, NY, the lab has served as a resource for quality assurance and troubleshooting. Our members now receive a **50% subsidy** on wine lab services while non-members receive a 25% subsidy. Learn more about this program at <https://grapesandwine.cals.cornell.edu/extension> and click on lab services.



Grape Research Every year the Foundation sponsors an ambitious and comprehensive grape research program in close coordination with the industry and academia. The benefits of this research are available to all New York state wineries; however, we will be taking a more active role in disseminating updates and results to our members this year. Learn more about the 2018 research initiatives here www.newyorkwines.org/researchorder/research-projects



Online & In-Person Education The Foundation will be providing a series of online and in-person trainings for members only. The topics will represent interests that are important to our winery and grower members, directed by their input and will focus on best practices in business development, legal compliance, marketing and more.

The mission of the New York Wine & Grape Foundation is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy. www.newyorkwines.org info@newyorkwines.org

