New York Wine & Grape Foundation: A Brief History

Creation of the Foundation

- Created in 1985 by NY State Law in order to represent all sectors of grape industry with centralized coordination of promotion and research
- Economic Impact was a part of enabling legislation as well
- Board as determined by Statute: 11 directors from diverse participants in the state’s grape industry

Leadership transition

- New Executive Director, Sam Filler, joined in January 2017
- New Membership Director, Valerie Ross, joined in August 2017
- Strategic Planning Process & Membership Benchmarking completed in 2017 & early 2018
Our Mission & Vision

The Foundation will 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.

It is our vision to become the world's premier region for cool and cold climate viticulture.

www.newyorkwines.org
1. Develop contemporary and coherent strategies for **effective statewide and regional branding**. Advance the **image** of NYS grape and wine products through engagement with market makers, influencers and consumers.

2. Be the **standard-bearer of the farm-based beverage movement** through the development of alliances and partnerships in order to improve the policy and regulatory climate.

3. Help facilitate **efforts of regional organizations** to develop and achieve their objectives.

4. Lead the development and funding of viticulture, enology and marketing **research programs** that will attract public and private resources.

5. Develop and execute a **communication strategy** that addresses the specific needs of our constituent groups.

6. Advocate for **responsible environmental, agricultural and social practices** that ensure the long-term viability of the New York grape and wine industries.

7. Become a **member-driven organization** which strives to improve the retention, engagement, development, growth and service to our constituents.
2019 Economic Impact Study

$6.5 Billion
The direct economic activity generated by the wine and grape industries in New York.

471 Wineries
active in New York State.

35,000 Acres
of vineyards in New York.

$2.4 Billion
Total Taxes
$1.1 Billion in Federal Taxes
$1.3 Billion in State & Local Taxes

71,950 Direct Jobs
$2.79 Billion in Direct Wages

4.71 Million Tourist Visits
$1.8 Billion in Tourist Expenditures

New York Wine & Grape Foundation | Prepared by John Dunham & Associates
Foundation Programs

- Export Program
- New York Wine Classic
- NY Drinks NY Program
- Wine Competition Subsidy
- Wine Lab Subsidy
- New York Wine Tourism Marketing Toolkit
- Educational Webinars, Trainings, Events
- Wine Trail Support
- Research & Policy Resources
Export Program: International Marketing

Funded through a grant from the USDA’s Foreign Agriculture Service (FAS) and the Market Access Program (MAP), the New York Wine & Grape Foundation can assist New York wineries seeking to explore opportunities in markets abroad.

All New York State wineries are invited to participate.

Activities are focused on the following markets: Canada, China, France, Germany, Japan, Hong Kong, United Kingdom
GENERIC PROGRAM

Marketing and messaging activities completed with funds from this program focus on the regions, style and qualities of New York wines. The goal of this particular program is to increase positive brand awareness about New York wines in general, across target international market.

NEW! ATP FUNDING

The ATP grant provides additional resources to overcome “tariff and non-tariff barriers.” Collaborative marketing initiative opportunity for the Wines of USA (NYWGF, Northwest Wine Promotion Coalition and California Wine Institute) to partner with the Liquor Control Board of Ontario (LCBO) to be the first wine region and country to support the LCBO.

FEES

$300 for NYWGF Members the first market of interest and $150 for each additional market. Learn More & Sign Up Today.
The 35th Annual New York Wine Classic will be August 3rd-5th, 2020 in Watkins Glen, NY.

Winners of the Governor’s Cup, Winery of the Year, Concord Brandy, Best Red, Best White, Best Pink, Best Sparkling, and Best Dessert categories will receive a package of marketing collateral intended to help promote their wines throughout the year.

Governor’s Cup, Winery of the Year and Best of Class wines to be featured at a wide range of events throughout the year including the Governor’s mansion, regional pairing dinners, domestic and international tradeshows and various legislative receptions.
Now in its 9th year, NY Drinks NY celebrates the exciting world of New York wines in the New York City restaurant and retail markets.

NY Drinks NY kicks off with a campaign of educational events and classes and continues throughout the year with a multi-channel marketing initiative.


“NY Drinks NY offers New York wineries the opportunity to come together and create a collective force. When buyers and sommeliers taste a range of really high-quality New York wines, they begin to get a sense for what’s happening in New York wine on the whole.”

- Amy Oppiso, Manager, Lieb Cellars
NY Drinks NY Programs

- Program Coordination & Media Outreach
- Educational Classes with Industry Partners
- Social Media Promotion
- Cellar and Vineyard Visits
- Harvest House
- Market Research Update
- Ongoing Trade Tastings
- New York Wines Posters
- The Grand Tasting Event
NY Drinks NY: Costs & Deadlines

FINGER LAKES:
$2,300 FOR NYWGF MEMBERS
$2,450 FOR NON-MEMBERS

LONG ISLAND:
$2,000 FOR NYWGF MEMBERS
$2,150 FOR NON-MEMBERS

HUDSON VALLEY:
$2,000 FOR NYWGF MEMBERS
$2,150 FOR NON-MEMBERS

OTHER REGIONS WHICH DO NOT RECEIVE VISITS: $1,100.
Wine Competition Subsidy

To gain more recognition for the high-quality wines produced in New York State, the Foundation assists wineries with the entry fees in national and international competitions. The New York Wine & Grape Foundation will subsidize:

- 50% of our members’ entrance fees
- 25% of the fee for non-members

*For approved wine competitions through March 31st, 2020.

The Foundation may also assist wineries in entering competitions held abroad. The participation is much the same as for those held in the US, except that we can sometimes coordinate shipment of the wine, dependent upon the number of wineries entering. Wineries pay 75% of their entry fee and 100% of their share of the freight costs.
Wine Lab Subsidy

The New York Wine & Grape Foundation is pleased to subsidize the testing services provided by The NYS Wine Analytical Laboratory to all New York bonded wineries. The NYS Wine Analytical Laboratory offers over 25 different chemical, microbiological, and sensory analyses at our facility in the Department of Food Science at Cornell’s New York State Agricultural Experiment Station in Geneva, N.Y.

- Members receive a 50% subsidy on wine lab services.
- Non-members receive a 25% subsidy on wine lab services.

[Learn More Here](#). Cornell will bill the NYWGF for your services. NYWGF will then send you a bill for the balance due, depending upon your membership status.
Educational Programming

WEBINARS & EVENTS

One of the most valuable and timely benefits of membership is access to webinars and educational events. Our online and in-person workshops give you access to experts on wine marketing, financial compliance, legal and tax issues, best-in-class business practices, design and trademarking, and much, much more.

Our own staff educator can also provide TIPS Training for your staff, either in a general setting or tailored to a date and time to meeting your needs.
The Vine Hotline

In order to help members tackle the complex issues of alcohol regulations and excise taxes, tax credits, tax preparation, grant applications, business planning, and more, New York Wine & Grape Foundation has partnered with our Business Associate Member [Mengel, Metzger, Barr & Co., LLP](#) to provide you with a [Members Only Help Desk](#).

NYWGF Members can now submit their confidential questions [online here](#). These will be answered each week by Anthony Sandonato and his team at Mengel, Metzger, Barr & Co., LLP. The answers will be sent directly to you within 48 hours.
The New York Wine Tourism Marketing Toolkit was created to provide practical marketing advice on how to increase visitation to tasting rooms and elevate visitors’ experience, thus making New York State a world premier wine tourism destination. The toolkit includes profiles of three potential visitor targets who exhibit a higher inclination to visit a New York winery. These profiles are coupled with recommended marketing strategies to motivate them to visit. The toolkit offers specific operational tactics that wineries and wine trails can deploy to generate greater brand loyalty from the visitor targets.
Policy updates from FIVS on the Members Only site. FIVS is a worldwide federation designed to serve the wine, beer and spirits sectors. Since 1951, FIVS has been serving the interests of the alcohol beverage industry on an international scale. They work to promote a successful industry in an environment free from trade-distorting factors of all kinds.

Wine Market Council Infographics & Reports: The Wine Market Council has provided wine market knowledge, trends, insights, and intelligence essential to all tiers of the wine industry for over two decades. New York Wine & Grape Foundation members will receive access to summaries of these reports as they become available.

Webinars & Educational Resources: Members Only, timely topics, recorded for convenience. Partnerships with companies DTC Wine Workshops. “In Person” events like Legal Seminars in Syracuse and Long Island.
NYWGF Updates

MEMBER RETENTION
As of December 31st Winery retention was 88%, Grower retention was 85%, Business Associate retention was 88% and Consumer retention was 90%.

MEMBERSHIP GROWTH
As of January 19th, the number of active members were as follows: Wineries 130, Growers 52, Business Associates 69, and Consumer Members 53.

BRANDING
We revealed our new brand “Boldly, N.Y.” in August 2019.
## Future Programs

### Purchasing & Cost Savings
- General Liability Insurance
- Workers Compensation Safety Group
- Life Insurance

### Professional Services & Capacity Building
- Legal Hotline, Discounted Services
- Staff Training:
  - *Tasting Room & Wine Club Sales, TIPS Training*

### Market Access
- Partnership with services like snooth.com,
  - *Weekly Tasting, Wine.com, and others*
- Partnership with Liquor Stores and Restaurants
Consumer Membership

- Weekly e-newsletters, *the WineVine* and *the Press Deck*
- Discounts on NY Wine Classic Dinners and the NY Drinks NY Grand Tasting
- Access into Virtual Tasting Series
- Welcome package including a NYS Wine Guide
Winery Members

2018 Dues Structure
All gallon figures should reflect 2016 production. Your New York Wine & Grape Foundation Membership will be valid for 12 months from the date of payment.

- $300 Producers under 5,000 gallons
- $10,000 Producers between 200,000 and 500,000 gallons
- $12,500 Producers over 500,000 gallons

*Dues calculation for Producers between 5,000 and 200,000 gallons:
- 5,000 to 10,000 Gallons: Baseline fee of $300 plus $.05 per gallon over 5,000. $500 Max.
- 10,000 to 20,000 Gallons: Baseline fee of $500 plus $.05 per gallon over 10,000. $1,000 Max.
- 20,000 to 50,000 Gallons: Baseline fee of $1,000 plus $.05 per gallon over 20,000. $2,500 Max.
- 50,000 to 100,000 Gallons: Baseline fee of $2,500 plus $.05 per gallon over 50,000. $5,000 Max.
- 100,000 to 200,000 Gallons: Baseline fee of $5,000 plus $.05 per gallon over 100,000. $10,000 Max.

Grower Members

2018 Dues Structure:
Please note that the Grower Membership category is intended for grape growers who do not also own a winery, and would like to be a part of the foundation. Your New York Wine & Grape Foundation Membership will be valid for 12 months from the date of payment.

- $25 Up to 30 acres
- $50 31 to 60 acres
- $100 Over 60 acres

Please note total acreage here: ____________________________ (Optional)
Questions?

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