



Virginia Wines: Moving Forward

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First, A Quick Overview

- 1607, Acte 12 of Jamestown required each head of household to plant 10 vines.
- Thomas Jefferson experimented for over 30 years to plant grapes at Monticello.
- Dr. Daniel Norton developed the Norton grape from wild grapes in Richmond, VA and a French grape.



Virginia Wine History

- Prohibition ended all vineyard development in Virginia.
- The modern Virginia wine industry resurgence started in the 1970's with 6 wineries.



Virginia Wine

Resurgence in 1970's

- Virginia was considered a “Cold Climate”
- Top grape varieties planted
 - Chardonnay
 - Seyval
 - Vidal
 - Riesling
 - Cabernet Sauvignon
 - Chambourcin
 - Merlot



Virginia Wine Evolution in 1990's

- Virginia considered mostly “Warm Climate” with many micro-climates and elevations
- Growers began experimenting with wide variety of grapes
 - Cabernet Franc
 - Viognier
 - Petit Manseng
 - Vermentino
 - Sauvignon Blanc
 - Petit Verdot
 - Tannat
 - Albariño



Virginia Wine Overview Today

- 280 Farm wineries
- 360 Vineyards
- Over 3,500 acres of wine grapes
- 7.0 mil bottles sold last year, FY 2017
- VA wine sales have increased 61% in 10 years.



What is planted today.

<u>Top Grapes Planted, in acres</u>	<u>2015</u>	<u>Growth</u>
Chardonnay	503	up 8%
Cabernet Franc	451	up 5%
Merlot	381	up 3.5%
Viognier	341	up 4%
Cabernet Sauvignon	325	up 4%
Petit Verdot	261	up 15%
Vidal Blanc	175	up 10%
Norton	145	same
Chambourcin	166	up 17%
Traminette	113	same
Petit Manseng	109	up 21%
<u>Sauvignon Blanc</u>	<u>70</u>	<u>up 13%</u>
Varieties represent 79%	3040	



Structure of Virginia Wine Industry

- Virginia Wine Board, Gov. appointed
- Virginia Wineries Association, private trade assoc.
- Virginia Vineyards Association, private trade assoc.
- Virginia Wine Council, lobbying organization
- Effective March VWA, VVA & VWC will merge



Virginia Wine Board

- Started by the General Assembly in 1984
- 10 member board is appointed by the Governor
- Mission is to promote the growth of the VA Wine Industry through research, education & marketing.
- Funded through an excise tax on Virginia Wines



Virginia Wine Board - Funding

- Virginia wine excise tax is \$3.60 per case.
- In FY 2018, Virginia Wine Board received \$2.0 million from VA Wine excise taxes.
- 1/3 of monies (or more) are dedicated to research on behalf of Virginia wineries.
- 2/3 of monies are dedicated for promotion and education on behalf of the VA Wine industry.



Virginia Wine Board Marketing Office

- Started in 2007 by the Virginia Wine Board
- Represents all licensed farm wineries in the state of Virginia (membership not required)
- Provides branding and marketing to the Virginia Wine Industry as a whole.



Objectives of the VA Wine Board Marketing Office

1. Build national & regional brand awareness for Virginia wines.
2. Increase Virginia wine sales within VA and within new markets along the East Coast
3. Drive visitors to Virginia wineries



Virginia Wine Board Marketing Office

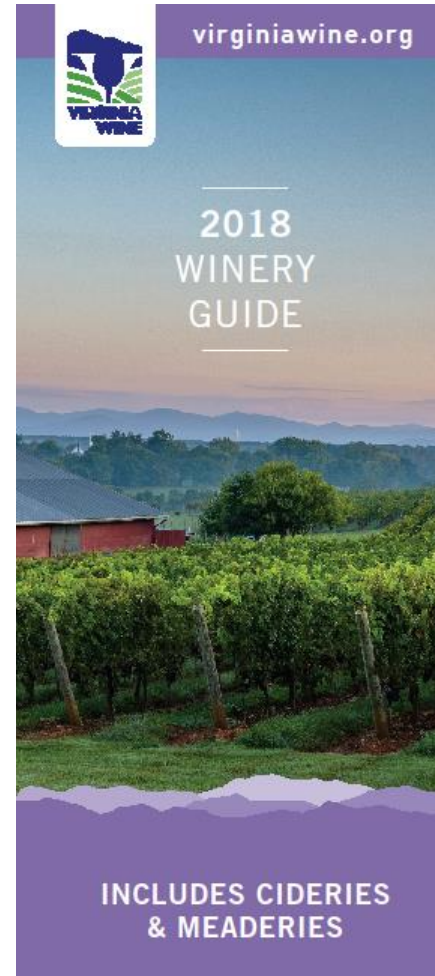
Basic Initiatives:

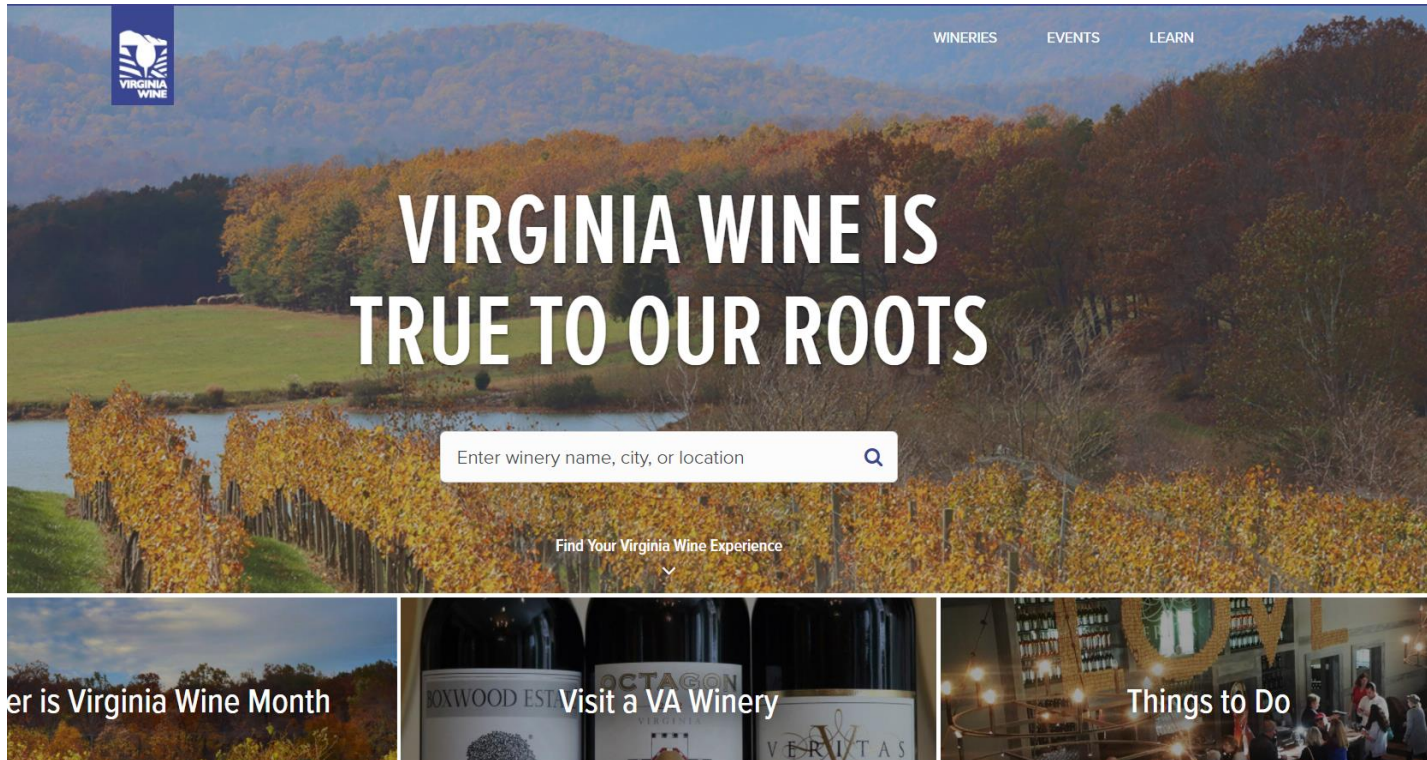
- Virginia Winery Guide
- VirginiaWine.org
- VA Wine Social Media
- October Virginia Wine Month
- Umbrella marketing efforts
 - Virginia Wine Summit
 - Governor's Cup Gala and Case Program



2018 Virginia Winery Guide

Printing: 350,000





- Launching Virginia Wine App with itinerary planning capability
- 1200 users visit daily.
- Wineries manage their own pages direct

Public Relations Work

Current Work

- April Vineyard Month stories
- Travel story pitches
- General media support
- VA Wine social media
- Gov. Cup Case outreach
- Wine Cab Tours



Office of Ray Isle

*Executive Wine Editor, FOOD &
WINE Magazine, October 2013*



Oct. Virginia Wine Month

- Print & Digital Advertising
- Enlist Lifestyle bloggers
- Instagram Takeovers
- Pop up Pairings
- Develop POS for trade
- VA Wineries received Oct. VA Wine Month bottle bags

VIRGINIA HAS 280 WINERIES.
OCTOBER HAS 31 DAYS.
GO.

DISCOVER YOUR LOCAL CRUSH

This October, see why USA Today's 10 Best™ Readers' Choice Awards named Virginia one of the **"Top 10 Wine Regions to Visit."** Breathtaking foliage. Seasonal food specialties. History and cultural riches at every turn. And 280 local wineries uncorking their finest in an unabashed effort to win your affection.

OCTOBER VIRGINIA WINE MONTH
VirginiaWine.org

Virginia Wine Summit

- Started in 2012 to brand Virginia
- Steven Spurrier first keynote speaker
 - Later years, Oz Clarke and Ray Isle were keynote speakers
- Seminars to educate trade on Virginia wine terroir, wine varieties and other attributes.





Governor's Cup Competition[®]

- Ran by Washington DC's only Master of Wine
- Hire top judges to evaluate the wines.
- VA Wine Board purchases 10 cases of top 12 scoring wines.
- Top 12 ranked wines are included in the *Governor's Cup Case*[®].
- A *Governor's Cup Case* is mailed to top wine writers with tasting notes and letter from governor





Special Programs

Organize VA Wine Participation in National or Regional Wine & Culinary Events where appropriate

- Charleston Food & Wine Festival
- Atlanta Food & Wine Festival
- SommCon, Washington DC

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Key Objectives Moving Forward

- Currently reviewing the Virginia Wine Brand
- Expand the Virginia wine footprint in the US
- Expand Virginia wine through distribution channels
- Stimulate more awareness of Virginia wines by wine writers

Lessoned Learned

- Partnerships are key to success
 - VA Tourism, Gov. Office, Wineries, others
- Have a process in place to make hard decisions
 - Which objectives will be supported?
 - Which wines will represent VA?
 - Which varieties will be highlighted?
- Larger efforts require constant communication to build support with wineries and partners.
- Don't take on more than you can reasonably do.



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Thank you!

Any questions?

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