



2021 ANNUAL REPORT

WA

46°N

WINE



Dear Washington State wine industry colleagues and friends,

Fiscal Year 2021 (July 2020-June 2021) was another year of innovation and growth for Washington Wine. We met the ongoing challenge of COVID-19 with creative and effective ways of promoting our industry, while ensuring the health and safety of our constituents and audiences. We continued to lean into digital strategies, hosting successful virtual events for high-level trade and media in our key markets. Our research outreach efforts migrated entirely to virtual platforms and this shift was again met with an incredible increase in attendance, making research results more accessible and equitable for our community. We ran numerous fresh campaigns via social channels, reimagining what can be used as a megaphone and amplifier in the digital space. This year was also an ideal opportunity to reimagine and rebuild the Washington Wine website (www.washingtonwine.org), constructing a robust and comprehensive tool for our industry that now serves as an interactive tourism map, revamped directory of all wineries and vineyards in the state, and rich resource center for our constituents, consumers, trade, and media.

Diversity, equity, and inclusion work was again a top priority in FY21, as the Washington State Wine Commission board and staff continued pushing forward the conversation in our industry, reassessing our core beliefs, and working to address inequity in all forms in every sphere of our work.

I encourage you to read through this report for more details and examples of the Commission's activities and campaigns in FY21. As we all progress in this new year, our team looks forward to exploring creative and fresh ways to introduce and expand the presence of Washington wine on local, national, and international stages.

We are proud to work for you and with you, our extraordinary wineries and vineyards, each and every day.

Cheers to the future of Washington wine,



Steve Warner
President
Washington State Wine Commission



OUR MISSION

ON BEHALF OF THE STATE OF WASHINGTON AND ITS WINERIES AND GROWERS, THE MISSION OF THE WASHINGTON STATE WINE COMMISSION IS TO RAISE AWARENESS AND DEMAND FOR WASHINGTON STATE WINE THROUGH MARKETING AND EDUCATION WHILE SUPPORTING VITICULTURE AND ENOLOGY RESEARCH TO DRIVE INDUSTRY GROWTH.

WHO WE ARE

VISION

To be recognized as the world’s most exciting wine region, and inspire the world to experience Washington State Wine.

CORE BELIEFS

We believe the culture of the Pacific Northwest is unrivaled in the world, with an energy that is palpable. Our wine industry stands proudly beside global icons that define and embody quality, innovation, and generosity. We believe it is our responsibility to foster a diverse and inclusive industry to ensure Washington Wine is healthy, viable and truly accessible for generations to come.

We believe the camaraderie of the Washington Wine community creates a force that is greater than any of us could accomplish alone. Together, we embrace our youthful underdog status and share our wines and our message with a common vision. We believe this land, with its abundant natural beauty and rich geological history, create the perfect climate for wine that can’t be replicated anywhere else.

We believe in pushing boundaries, experimenting, and continuously learning. We aren’t bound by convention. We believe that we produce some of the most captivating and irresistible wines in the world, and we also believe our best is yet to come. Our sense of adventure drives us to keep seeking it.

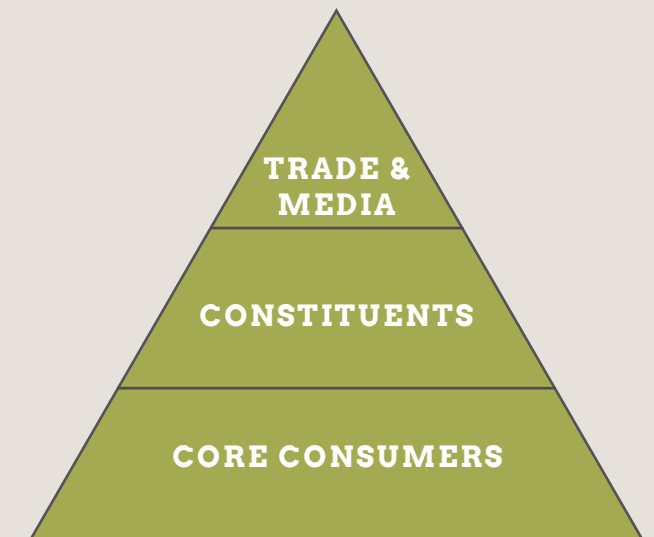
We believe in conducting world-class Research based on priorities set by the dedicated and unified people who have made Washington terroir their life’s work. We believe we are making history. And we believe in inspiring the world to experience what words alone can’t describe, with humility, professionalism, and always with a smile that reflects the spirit of Washington State Wine.

About WA Wine :: FY2021

TARGET AUDIENCE

FY21 was year four of the five-year strategic plan for Washington State Wine to guide all marketing programs and events. The plan is focused on influencing media, trade, and core consumers.

To track success, we look at overall category awareness and demand, constituent engagement, increased economic impact, and momentum for the research program.



STRATEGIC PILLARS



DIVERSITY, EQUITY & INCLUSION

COMMITTING TO OUR MISSION

The Washington State Wine Commission formed a Diversity, Equity, and Inclusion (DEI) Task Force in July 2020, in conjunction with hiring both The Proximity Collective and Crux to holistically integrate DEI efforts into our strategic plans, programs, and business operations. **We believe it is our responsibility to foster a diverse and inclusive industry to ensure Washington Wine is healthy, viable and truly accessible for generations to come.**

OUR ACTIONS

Our commitment to DEI work is rooted in action. Over the next year, we will continue this work, both internally and externally, as a Commission, community, and industry. You will see us hosting more industry-wide DEI workshops (the first one we hosted was extremely well attended), investing in the tools and technology to understand the data and demographics of our industry, and continuing to partner with those who have long-been leading the way. We will take measures small and large—from making our newsletters bilingual to dedicating budget to amplifying the voices of our industry that are often overlooked.

THE WORK HAS JUST BEGUN

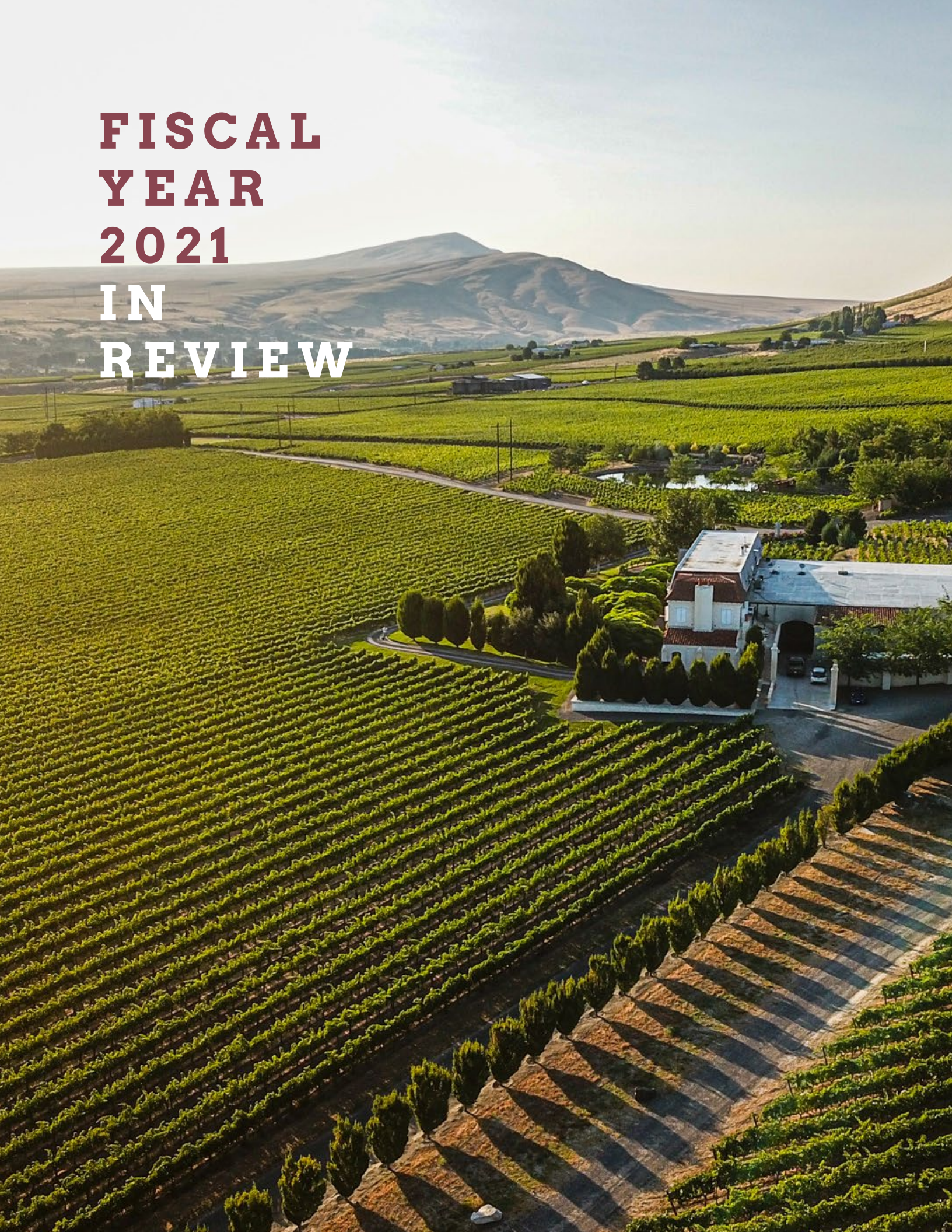
- **Wine Unify:** We sponsored their [Elevate Awards](#), which “identify and acknowledge underrepresented minorities working directly or indirectly within the wine industry and seek to give them support to continued success,” funding two awards in 2021.
- **Alliance of Women in Washington Wine:** We are a proud partner of AWWAWINE, who are building a safe community to connect, inspire, and advance women and their advocates in the Washington wine industry. We are committed to helping elevate the voices and efforts of this organization and the women of WA wine.
- **Redefining “Influence.”** We sought new partners in 2020, shifting from “lifestyle influencers” to culture curators. For example, we partnered with #BlackGirlsTexting, the trio from Brooklyn, NY, for a new interview series that elevated the voices of BIPOC-owned and -run wineries in Washington State. This is also a part of a strategic shift away from “lifestyle influencers” and toward “culture curators.”
- **New Platforms:** We launched a new website that serves as an all-encompassing resource for consumers, trade, media, and constituents. The accompanying free mobile app, Map My WA Wine, showcases the Washington wine community: wineries, brands and vineyards, with filters for amenities like family friendly ADA accessible with the goal of making our industry more accessible to a broader audience.
- **Responsibility of Representation:** We are continuing to amplify diverse voices on social media platforms, including members of the BIPOC wine community, farmers, winemakers,

and consumers. Representation is a digital responsibility. With that in mind, we have put more emphasis on bilingual content by posting on social media channels in English and Spanish (including a post to celebrate Mother’s Day in Mexico), translating top-performing captions into 8 key languages, and planning for bilingual newsletters and announcements. We launched Farmer Friday, a new column on the Stories page of the website shining a light on our farming community each week. We have also leaned into elevating diverse voices in interviews, featuring key players of the wine industry who don’t often get the stage with our WAwine Maker and Sommlight series.

- **Sharing Resources:** Our Wine Month campaigns with ad copy encouraging consumers to support local communities, farmers, and families paired with imagery from WA wineries that highlighted a diverse snapshot of our industry inclusive of race, gender, and age.
- **Accessibility in Research:** We migrated all research content and educational opportunities to digital platforms, including virtual WAVE seminars (resulting in a 100-fold increase in attendance), hundreds of research reports archived in the new Research Library of the website, and bimonthly digital WAVE Research Reports. The foundation of the WSWC Research Program is openness and accessibility, as research results are available to all growers and wineries, regardless of size, experience, education, race, gender, economic status, or any other factor. All constituents are also encouraged to provide input to help shape the direction of viticulture and enology research in WA.



FISCAL YEAR 2021 IN REVIEW



KEY EVENTS & PROGRAMS

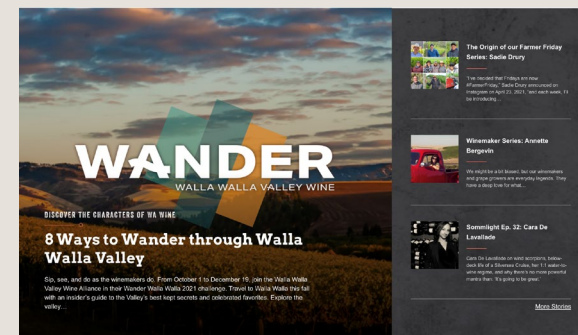
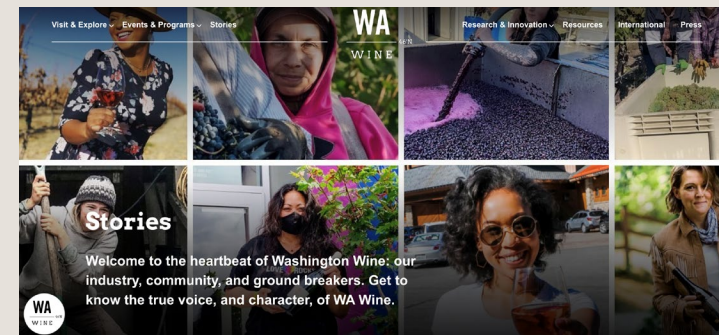
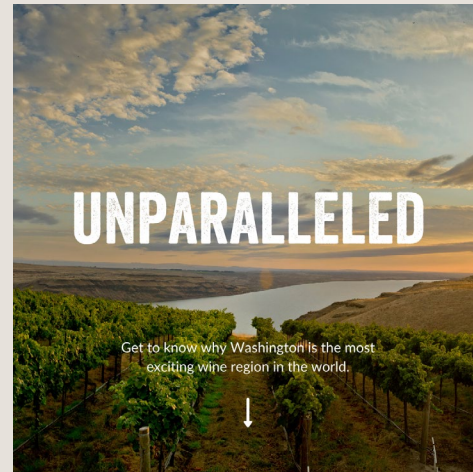
JULY 2020	DRINK. FOR WA. CAMPAIGN LAUNCH				
AUG 2020	WASHINGTON STATE WINE MONTH	AUCTION OF WASHINGTON WINES			
SEPT 2020	SIP'TEMBER CAMPAIGN	ROAD TRIP BACK ROADS DEBUT			
OCT 2020	ROCK'TOBER CAMPAIGN	VIRTUAL WINEMAKER DINNER SERIES	TIS THE SEASON'ING WEBINAR		
NOV 2020	HOLIDAY MEDIA MAILING				
DEC 2020	STATE NIGHT / STATE WIDE	WAVEx			
JAN 2021	WAVEx	UNIFIED WINE & GRAPE SYMPOSIUM			
FEB 2021	RESEARCH REVIEW	FIRST REGIONAL ASSOC. ROUNDTABLE			
MAR 2021	TASTE WASHINGTON WINE MONTH	WINEVIT CONVENTION	WAVEx	CHEERS TO TASTE WA MEDIA MAILING	SMITHSONIAN INSTITUTE VIRTUAL TRADE EVENT
APR 2021	WAVEx	2021-22 WA WINE TOUR GUIDE RELEASE			
MAY 2021	WAVEx	BREAKING GROUND VIRTUAL TRADE & MEDIA EVENT	PAIN-T-BY-NUMBERS MEDIA MAILING		
JUNE 2021	NEW INDUSTRY PORTAL LAUNCH				

WEBSITE PROJECT

DIGITAL MODERNIZATION PROJECT

In June 2021, we completed the first part of our two-year digital modernization project: launching the brand new Washington Wine website, industry portal, interactive map, and mobile tourism app.

With our previous website built 12 years earlier—and on a proprietary site—this new platform gives us the ability to tell Washington Wine’s story in more visual, inclusive, and accessible ways. This project marks a new era of digital storytelling for Washington Wine, driving significantly higher amounts of traffic to our wineries, vineyards, and tasting rooms. Our website is now home to our video and podcast projects, digital programs, and interview series, all of which seek to amplify the voices of the Washington State wine industry.

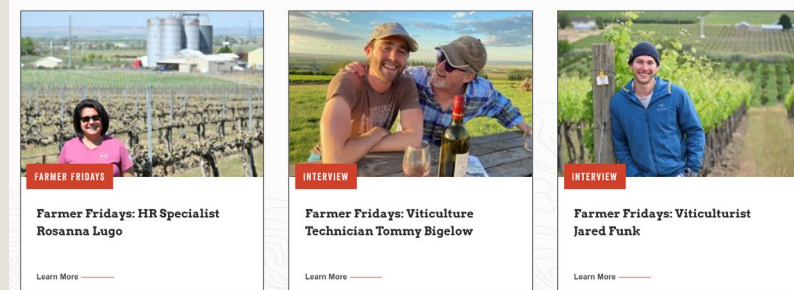


A new home for our storytelling efforts in #WAWine Country. Our new “Stories” page is the hub of our digital storytelling efforts. There, you will find a Read, Watch, and Listen landing page, allowing you to view our stories in your preferred form.

In this new warehouse of voice, you’ll find our Farmer Friday column, which shines a weekly light on our farming community; Season 1 of the brand new WA Wine + Food Show, a five-episode video series that pairs Washington Wine with street-style food; our #WAWine Maker Series, which are long-form interviews with Washington wine-makers and -shakers; Sommlight, our video series that shines a light on the non-suit side of somms; and so much more. Before this website build, all of these series and stories lives in disparate places, but we are so excited to finally have a single roof to house all of these voices, perspectives, and insights.

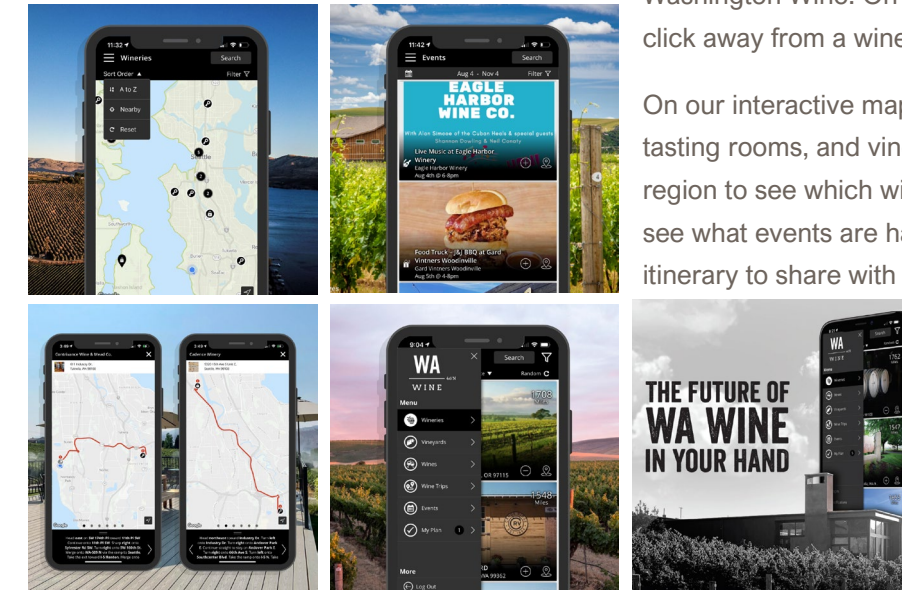
Farmer Fridays

Every Friday, we’re shining a light on the farm workers of Washington Wine. We hope you enjoy getting to know those who grow our grapes, and the wine in your glass.



The Guide to Your Next Glass of #WAWine. Equally exciting is the launch of our brand new interactive mobile tourism app, **Map My WA Wine**, which was designed to be a consumer’s guide to their next glass of

Washington Wine. On our website, consumers are now one click away from a winery’s doorstep.



On our interactive map and app, you can explore wineries, tasting rooms, and vineyards; you can filter by wine touring region to see which wineries are in what areas; you can see what events are happening nearby; you can create an itinerary to share with friends, which also autogenerates

driving directions to and from your starting location; and most importantly to our industry, consumers are now one click away from our wineries’ eCommerce sites.



Get a little lost, and tell us what you find. There is something for everyone on our new website: trade, media, consumers, wineries, and farmers. We have, for example, a [Research Library](#) for the first time, which aggregates the latest and greatest research coming out of Washington State and our state-of-the-art wine science centers; a [Resource Center](#) that has everything you’d ever need in order to get to know Washington Wine, like harvest reports, fact sheets, and demographic data; and an [International Page](#) that is now in 8 languages, that shows you what we’re up to around the world.

COMMUNICATION HIGHLIGHTS

MEDIA RELATIONS

5 Virtual Winemakers Dinners and 3 Webinars were held over Zoom in partnership with our Bay Area and New York contractors for trade, media, and consumers. In total, the programs engaged 24 high level trade and media, 15 Washington winemakers, 7 local restaurants, over 220 consumers live, and countless viewers who watched the recordings via social media. We intentionally expanded upon our media list this year to be open and inclusive to new and different outlets and audiences. We will continue to diversify our outreach in everything that we do.

3 large-scale mailings were sent:

- **Holiday Mailing:** We connected directly to 56 media and 22 community builders to share holiday cheer and Washington wine messaging in December 2020. Want to see what they saw upon opening their holiday boxes of #WAwine? Scan this QR code.
- **Cheers to Taste Washington!** In place of our usual in-person Taste WA Media Preview event, where we invite local media to a happy hour-style preview of bites and pours from the upcoming Taste WA festival, Washington Wine built and shipped “cheers” packages to top-level media celebrating a countdown until Taste Washington Wine Month.
- **Paint-by-Numbers Media Mailing:** In partnership with our NYC-based contractor R/ West, we put together a mailing for a select group of NYC-based travel and lifestyle media about Lake Chelan AVA & the Columbia Gorge AVA. It included a winemaker video about the AVAs, custom wine delivery & AVA-inspired paint-by-numbers activity.

4 high-profile wine critics wrote and published their annual Washington Reports, uninterrupted by a dramatic change in process: Jeb Dunnuck (jebdunnuck.com), James Suckling (jamesuckling.com), Anthony Mueller (Wine Advocate) & Owen Bargreen (Decanter). The Washington Wine team handled all coordination between reviewers & wineries.

8 press releases went out to 1,000+ journalists in FY21, with a higher-than-average open rate.

5 AVAs were launched. Welcome to the family! We worked closely with the TTB and regional leaders on the communications surrounding the final approval and launch of each new region, including a press release for each that went out to more than 1,000 media over the newswire.

- [Royal Slope](#)
- [Candy Mountain](#)
- [White Bluffs](#)
- [The Burn of Columbia Valley](#)
- [Goose Gap](#)

EDUCATIONAL MATERIALS

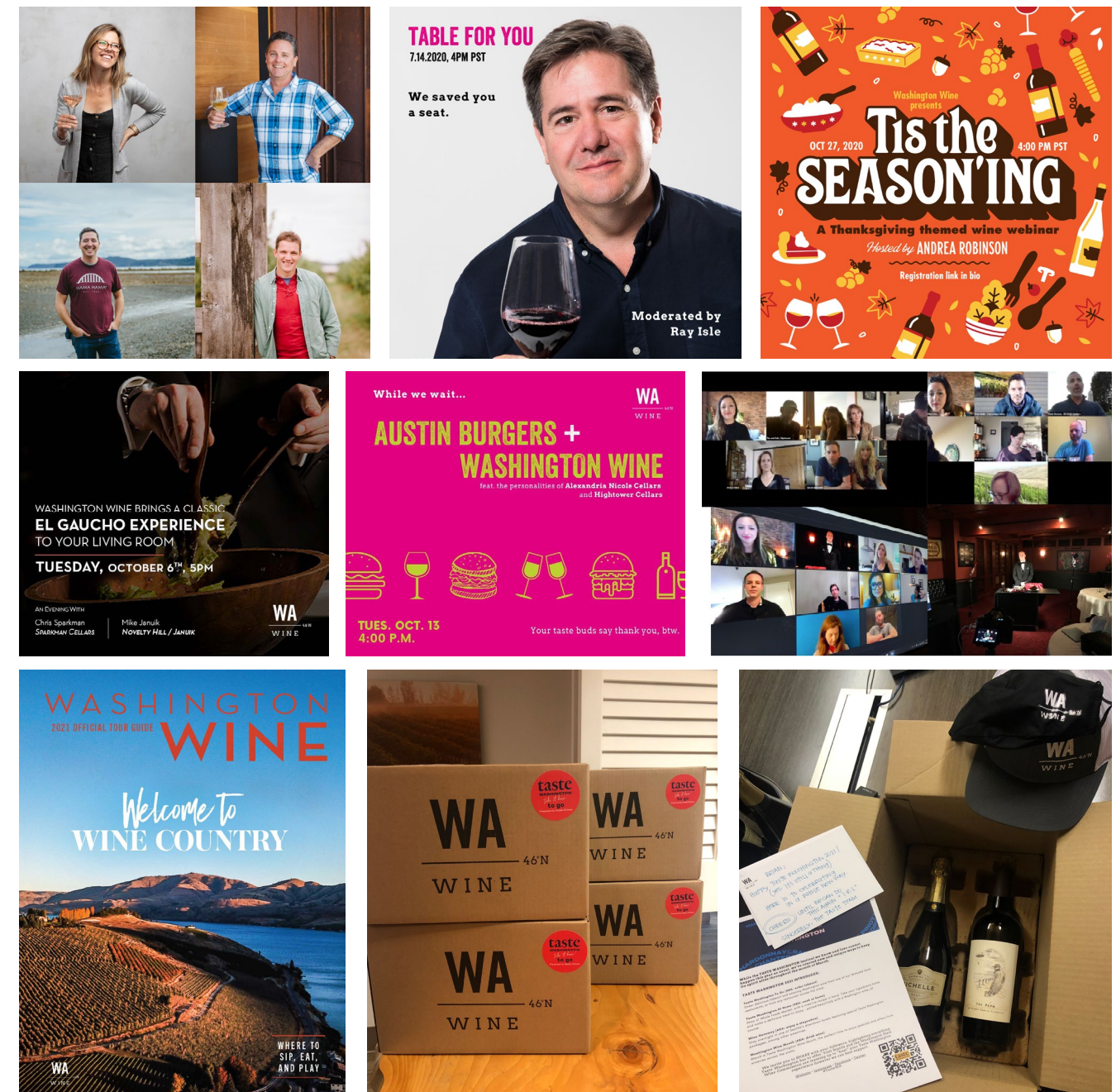
110,000 2021-22 [Washington State Wine Tour Guides](#) were distributed across Washington and nationally.

The [101 presentation](#) & [AVA Map](#) were revamped, updated, and sent to constituency. The [Press Kit](#) was also redesigned and upgraded.

CONSTITUENT COMMUNICATIONS & CRISIS COMMUNICATIONS

Regular COVID-19 communications were sent out in partnership with the Washington Wine Institute and Washington Winegrowers, to keep wineries informed about all of the restrictions and adjustments required by the Governor’s office. These emails had our highest open rates on record.

The Washington Wine Communications team navigated several crisis communications efforts, most notably regarding COVID-19 and smoke impact. We worked with our industry partners to handle each inquiry on a case-by-case basis, utilizing all resources available to us.



OVERALL RESULTS

1,401 The number of articles in FY21 that were produced with the direct or indirect help of the Washington State Wine Commission communications team. This also includes outreach work from our PR contractors in New York, & the Bay Area. This is up 9% over the previous year.

\$12.35 Million The traditional advertising value equivalence of the published articles in FY21 that were a direct or indirect result of efforts from the WSWC communications team.

COMMUNICATION HIGHLIGHTS

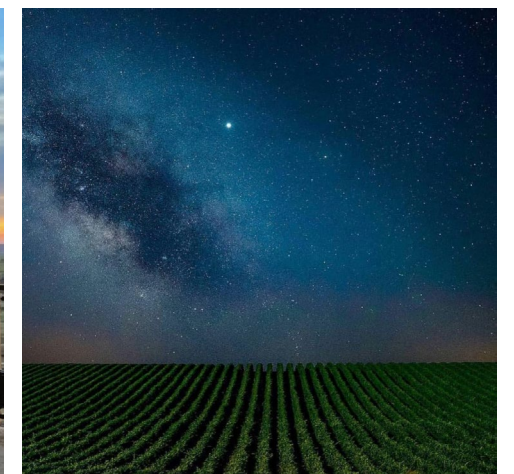
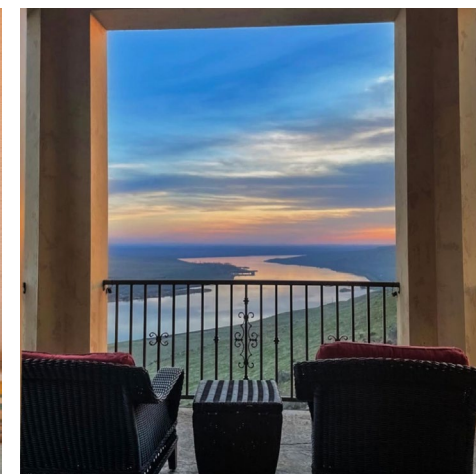
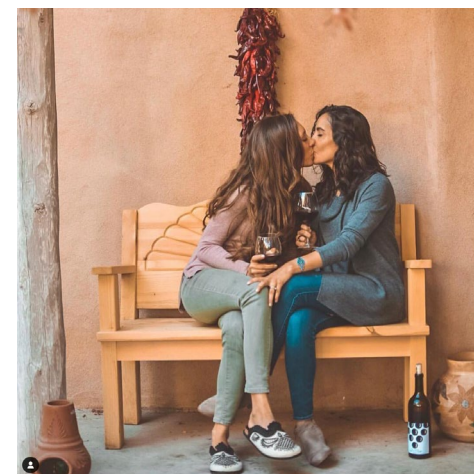
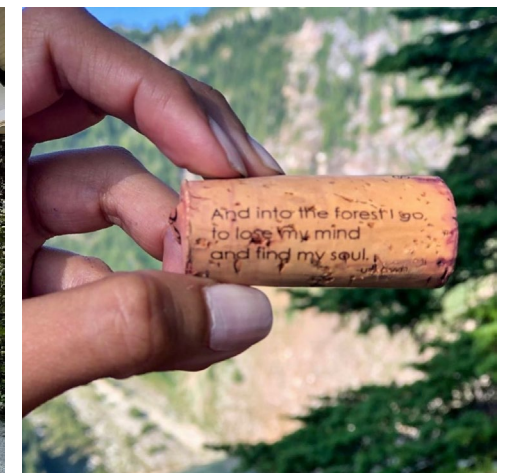
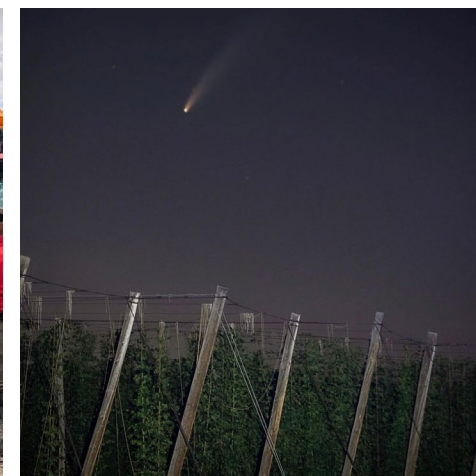
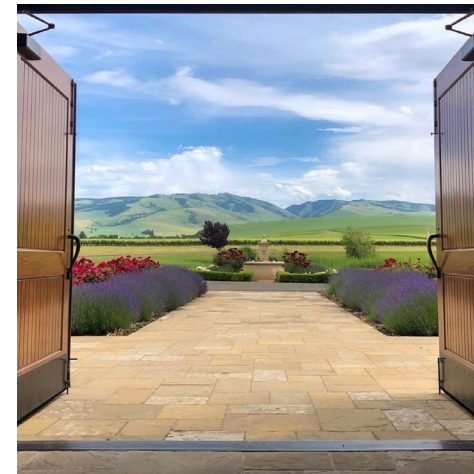
SOCIAL MEDIA

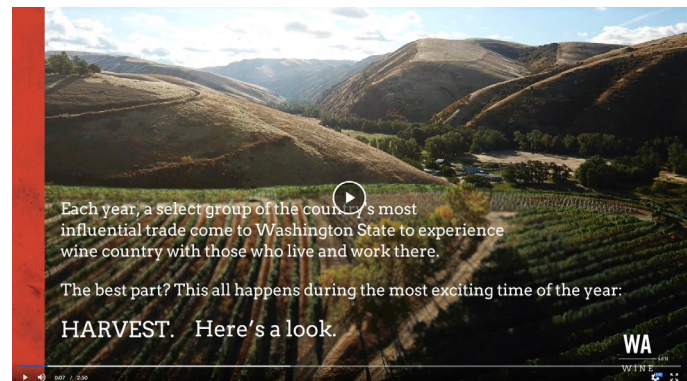
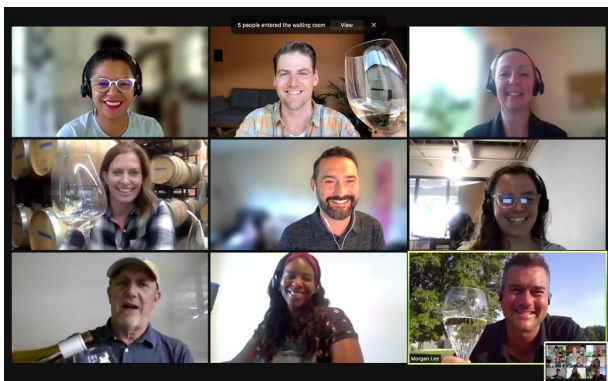
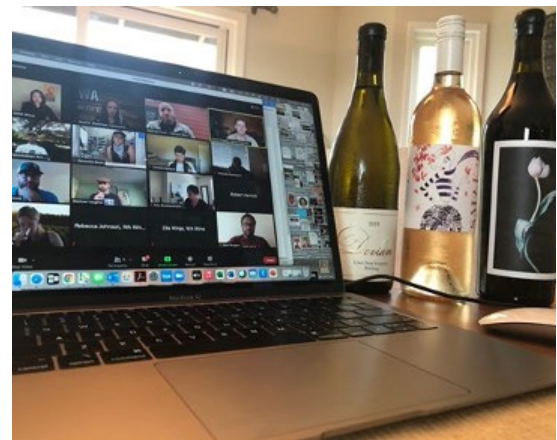
- **Drink. For WA:** Launched a reopening campaign across all digital platforms in July 2020, #DrinkForWA, to support the industry as it continued to cope with the challenges and uncertainty of COVID.
- **Sip'tember:** On the heels of #DrinkForWA, August Washington Wine Month, and our second State Night program, we took the month of September to slow things down by showcasing 31 pictures, each attached to a single sentence that told a specific part of the Washington Wine story. Simple, sweet, and stable, some of these posts became our highest engaging posts to date over the past two years.
- **Rock'tober:** We created a Washington Wine Spotify Playlist, showcasing the songs our winemakers, grape growers, and industry were crushing during to #WaHarvest2020.
- **Taste'ing Washington:** Coinciding with Taste Washington, we kicked off a creative little sidekick, Taste'ing Washington, to give our industry a fun way to showcase their tasting rooms, wineries, and tasting experiences, and to give consumers ideas for how, and where, to celebrate their next sip.
- **Pairing Local Poets with Local Wine:** To celebrate National Poetry Month in April, we paired local wine with local poets. Seattle-based poet Gabrielle Bates helped us curate a list of 15 local celebrated poets to participate in this program. We sent each poet a sampling of artist Washington Wines, giving them the creative license to pair how they please.
- **#BlackGirlsSipping:** We partnered up with the trio behind [@BlackGirlsTexting](#) — Glynn, Sade, and Chelsea — in the launch of a new wing to their podcast series called, #BlackGirlsSipping. They showcased Washington wines from women/BIPOC winemakers, as well as women-owned and BIPOC-owned wineries.

SOCIAL MEDIA STATISTICS, YEAR END REVIEW.

We looked at our social media year over year:

- 23%** Organic growth rate of our Instagram channel (from 22K to 29K), social media's most engaging platform.
- 22%** Increase of organic impressions on Instagram throughout the year.
- 34%** Increase in number of comments we received, which means more people are interacting with our content.
- 103%** Increase in number of "saves" we received, which means more people are saving with our content to reference later.
- 16%** Increase of average daily reach per profile, meaning, each day, more people were seeing and engaging with our content.
- 24.1%** Increase in post links clicks, meaning, people were engaging more with the articles we were sharing about Washington Wine.
- 15** The 15 posts that reached the most people over the past 2 years all came from posts made in 2021, which means the content we're continuing to curate and post are reaching wider audiences than ever before.
- 8** In the past 2 years, 9 posts have received over 1,000 likes; 8 of those posts were from 2021, which means we're continuing to create the most impressionable content possible.





MARKETING HIGHLIGHTS

VIRTUAL ACTIVATIONS

SMITHSONIAN INSTITUTE VIRTUAL EVENT

Washington State Wines from Women Makers: A Top Sommelier's Guide - March 5, 2021

- 6 wineries featured
- 456 tickets sold, with 750+ viewers
- Nearly 500 wine kits were created
- 36 trade attended, mostly from the D.C. area
- 25 cases sold, with retail value \$11,000+

BREAKING GROUND

A Trade & Media Virtual Tasting & Conversation May 25, 2021

- 3 Washington wineries featured
- 9 high-level trade & media from the Bay Area attended
- The event was moderated by David Flaherty & Heather Bradshaw of WSWC.



ROAD TRIP BACK ROADS: VIRTUAL REUNION SERIES

WSW has succeeded in finding the perfect platform to continue to engage our Road Trip alumni community and to keep the Washington conversation going with some of our biggest supporters. Road Trip Back Roads: A Virtual Reunion Series debuted in September 2020 and received immediate interest and excitement resulting in 66 alumni engaged throughout the year. Held virtually, the 8 events brought together 20 long-time Road Trip winery hosts and vineyard teams and matched them with a select group of alumni representing different markets around the country, and from different years on Road Trip. Each event was limited to a small group of 8-10 attendees to create an intimate and relaxed social hour so that everyone had a chance to interact.

"I'm so grateful to be a part of your community and to taste so much killer Washington juice!"

Kaitlyn Duke, Bascom's Chop House, Clearwater, FL

"Everything executed by Washington Wine is always top notch."

Evan Abrams, Beverage Manager, Locanda Verde, NY, NY

ROAD TRIP

While Road Trip was again postponed in FY2021 due to ongoing COVID-19 restrictions, Washington Wine and our partners were hard at work recruiting and laying the groundwork for future success in the program.

- Washington Wine produced a new [Road Trip Recruitment Video](#) to share with prospective trade guests.

MARKETING HIGHLIGHTS

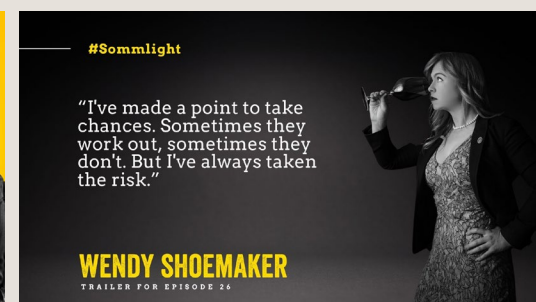
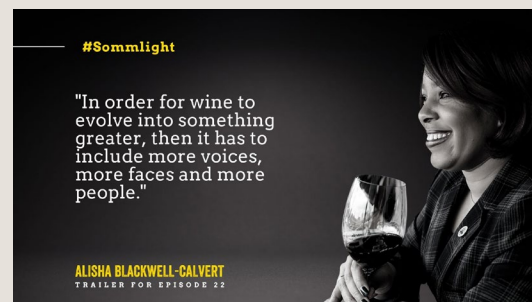
SOMMLIGHT

- As of the end of FY21, Washington Wine had produced **31 episodes** of Sommlight, each featured trade guests from around the country.
- Each episode consists of an hour-long interview that is edited into 3 content packages: a 1-minute social media trailer, a 10-15-minute video, and a 60-min audio podcast that appears on our website, Facebook, Instagram, LinkedIn, Vimeo, Twitter, as well as Apple Podcast and Spotify.
- Markets featured have included New York City, Washington DC, Tampa Bay, San Diego, Chicago, Seattle, Napa, Denver, and Las Vegas.
- After some adjustments to our social media strategy, views have increased by nearly 500%. Receiving between **10,000-15,000 views** per episode.
- The series was shortlisted for the Drinks Business Awards for “Best Trade Campaign of 2020.”



“Thanks for all you’re doing to keep things exciting and fun in the wine world. I’ve thoroughly enjoyed the Sommlight interviews. You’re truly blazing a new trail with your creativity and solid, entertaining content!”

John McCune, Golden Slope, TN (RT 2008)



MARKETING HIGHLIGHTS

WINE MONTH CAMPAIGNS

WASHINGTON WINE MONTH: DRINK. FOR WA. AUGUST 2020

In July 2020 WSWC launched **Drink. For WA.** a multi-faceted approach to encouraging consumers to frequent their local eateries, drinkeries, and extracurricular activities. Multiple iterations of the campaign targeted different business segments with eat, play, and stay. For WA.

The campaign ran for 3 months, delivered millions of impressions and at the time, received more reactions, comments, saves, and shares than any other campaign we have run to date.

Our paid social media campaign on Facebook and Instagram has had **23,818 reactions**, over **677 comments**, and shared/saved by **1,260 people**.

Twitter’s paid activities report **10,227 total interactions** including retweets, replies, likes, poll votes, hashtag clicks, and swipes and WSWC gained **142 new followers**.

TASTE WASHINGTON WINE MONTH MARCH 2021

In March 2021, Washington Wine ran a statewide media campaign encouraging Washingtonians to support their local farmers and families, which included TV and digital advertising. This campaign featured imagery from our own constituents, which elicited a more personal and authentic connection for the viewer. The campaign delivered over 21M impressions and added value of over \$65k.

QFC PARTNERSHIP

During the month, WSWC partnered with 61 QFC stores and saw over \$2.9 million in sales of Washington Wine. This represents a 10.3% increase over 2019 (a normal year). The results were aided with a media campaign including in-store streaming audio, OOH billboards, electric car-charging station ads, TV ads, and paid social media. Washington wine supported QFC with a display contest which awarded 4 regions and 4 stores with an ultimate summer set-up prize.

COSTCO PARTNERSHIP & SEMINAR

On February 25th, in preparation for Taste Washington Wine Month, WSWC partnered with Costco to lead a 90-minute presentation on the basics of Washington Wine, a vintage overview, and how to pair Washington’s top 5 varietals with food. The seminar was held virtually, with over 40 Costco team members joining in from Costco’s in Washington and Oregon, as well as the corporate office in Issaquah.

WHOLE FOODS PARTNERSHIP

Washington Wine partnered with Whole Foods in a promotion for all 100 SKUs of Washington wine they carried across their stores (in WA & OR) during the month of March. Some discounts afforded the buyer up to 40% off select wines, with all wines from WA being discounted 10%, and 20% if 6 wines were purchased. They helped promote WA Wine month by displaying custom POS that matched our campaign creative.

MARKETING HIGHLIGHTS

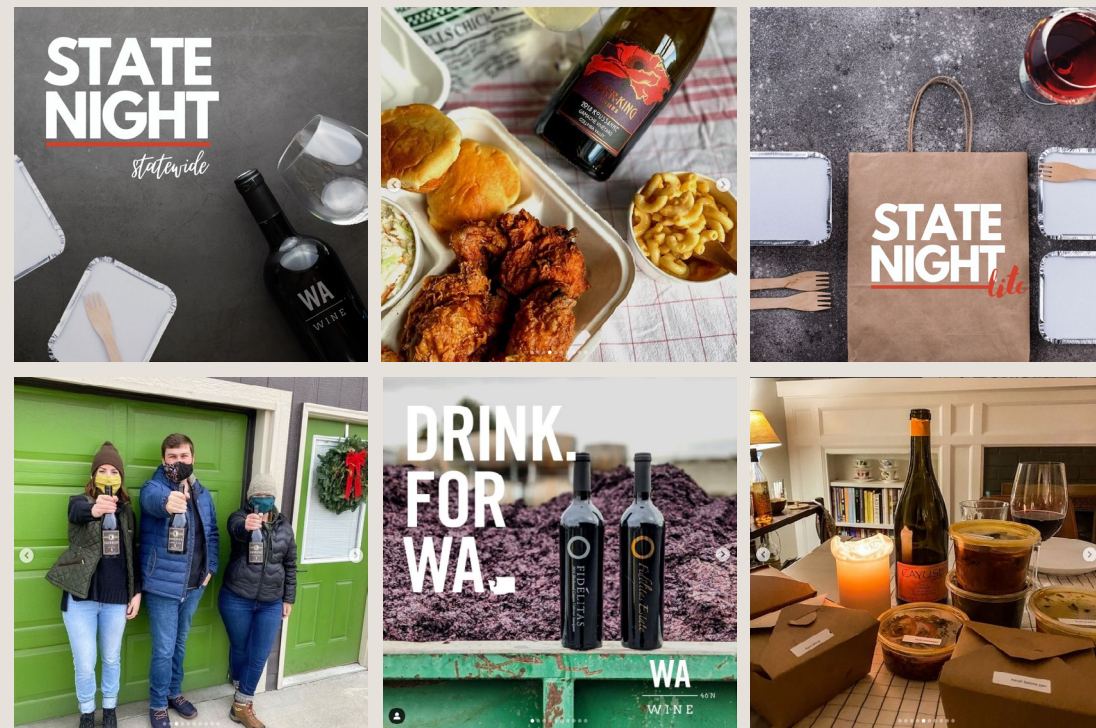
STATE NIGHT/STATE WIDE DECEMBER 2020

For five weeks in November-December 2020, we celebrated our state with 6 unique social contests that traveled across Washington and focused on one central idea: **support your local restaurants and wineries**. State Night focused on two restaurants on both sides of the state (Seattle & Spokane). Restaurant partners were tasked to create a prize package that included \$100 worth of food, plus two bottles of WA wine of their choice. We then promoted the event heavily via our social media channels while our partners did the same to their audiences. We awarded 20 prizes in total, 10 from each restaurant, and promoted Surrell and Wild Sage Bistro, which are both WA wine supporters and each selected 4 wineries to feature.

The social post results were some of the highest we've seen: **452** likes, **506** comments and **7,200** Impressions.

- Of the audiences we reached, **24%** were not previously following us.
- This was the highest performing post in the last 2 years, in terms of comments.
- This post received **3-10 times** the number of participants vs. prior posts.
- 8 times** the number of actions (shares, saves, visits) were taken vs. other high performing posts

During the 5-week period contest period, WSWC hosted smaller social events as State Night Lite. The contest gave 6-14 followers an opportunity to win a gift card to a restaurant and a winery of their choice. Restaurants were selected based off their support of WA Wine, as well as recommendations from the industry. 10 restaurants were spotlighted from 5 different wine tourist regions: Walla Walla Valley, Woodinville, Yakima, Tri-Cities, The Gorge, Vancouver, Leavenworth, and Chelan.



MARKETING HIGHLIGHTS

BRAND UPDATES

WAVE & WAVEX - REBRAND

Washington Advancements in Viticulture and Enology (WAVE) is the signature research event for Washington's wine industry. As part of the rebrand of Washington Wine, we knew that the WAVE logo needed a facelift too. Like the new Washington Wine logo, the modernized WAVE logo works for today's smaller, faster-paced messaging environments. Now the main WSWC logo and WAVE logos complement each other visually and fit together as part of the Washington Wine brand family.



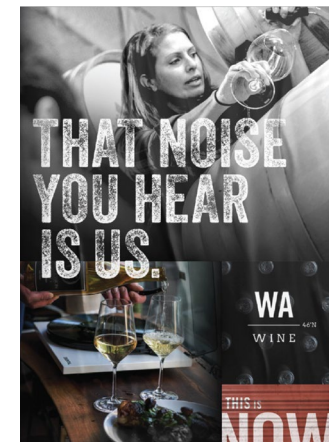
ROAD TRIP - REBRAND

The Road Trip program was rebranded in gold and black—just in time for a post COVID-19 world where people are ready for adventure. We are excited to debut the new logo, and even more excited to take a road trip to Washington Wine country.



BRAND ESSENCE - REPLACING 'THE NEW EPICENTER'

THIS IS NOW celebrates Washington's creative, bold, and unexpected wines and winemakers, positioning the state as the NOW of wine. Designed to contrast with other wine regions that are content to lean into tradition and history, 'This is NOW' places the focus on the new chapter of wine that's being written right now in Washington state.



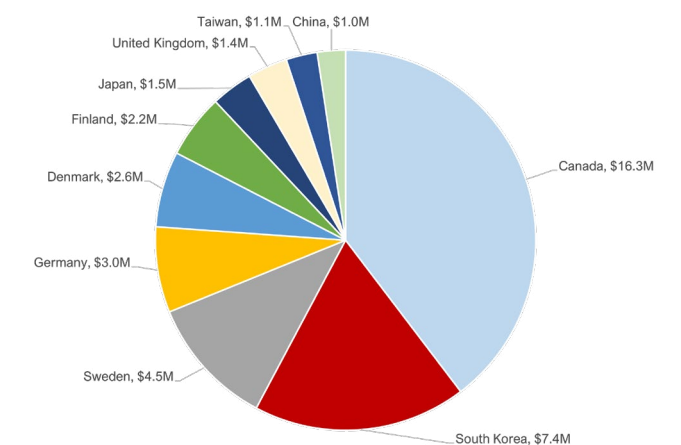
INTERNATIONAL MARKETING HIGHLIGHTS

14.8% The percentage of growth in export sales over the past five years.

32 Number of Washington wineries that reported international sales in FY2021, reporting \$47.6 million in export sales in more than 60 countries.

The top ten markets, illustrated in the chart to the right, represented more than 85% of export sales. For information on how to participate in export programs, please visit the [international marketing page](#) on our website, or contact Shubhalaxmi Taywade, International Marketing Manager (staywade@washingtonwine.org).

EXPORT SALES (\$), FY2021





RESEARCH HIGHLIGHTS

SOLVING FOR WASHINGTON

Now in its sixth year, the Washington State Wine Commission's revamped research program stands on a solid foundation. Guided by the industry's Strategic Research Plan, the program stands on the pillars of sustainable and stable funding for research, fostering a research culture, enhancing stakeholder involvement and impactful research communications. Dedicated grower and winery volunteers keep the industry-guided and industry-driven program focused on solving industry problems, from developing sustainable pest management tactics to controlling grapevine leafroll virus, finding non-chemical methods for powdery mildew management to improving winemaking techniques. All Washington grape growers and wineries have access to the results of this important research, regardless of size.

\$1 Million, for the fourth year For the fourth consecutive year, the Washington State Wine Commission Board approved more than \$1.1 million in V&E research grants to fund 24 projects, including 4 projects funded through the industry's recently launched research grant program. These grants support a range of topics that benefit wineries and grape growers of every size.

54 Number of research articles and press releases written or content provided by Washington Wine published in trade publications like *Wine Business Monthly*, *Good Fruit Grower*, digital newsletters, newspapers, and the weekly radio program WAVE Minute.

776,240 Potential reach of research articles and press releases.

840 Number of growers, winemakers, and industry members that attended the 7 WAVEx research webinars and the virtual annual Research Review.

91% Percentage of WA wine industry members who are aware of Washington Wine's research program that guides research funding, funds research directly, and helps disseminate research results to industry (from results of 2021 Research Survey conducted by Washington Wine).

5 Issues of WAVE Research Report published. The WAVE Research Report is the preferred way for Washington wine grape growers and wineries to stay up on research happenings, according to 2021 Research Survey findings. Frequency of the research newsletter was increased in January from quarterly to every two months to keep content and length manageable.

MOVING FORWARD

The silver lining of the shift to virtual events in 2021 was the substantial increase in stakeholder involvement in Washington Wine's research program. Attendees for virtual research events increased over 100-fold compared to 2020. The virtual research WAVE webinars, sponsored by the Washington State Wine Commission and Washington State University, proved to be a convenient way for growers and winemakers to stay abreast of research developments and brought the industry's research program to a global stage. Future research education will include a mix of virtual and in-person seminars. ■

ABOUT WASHINGTON WINE

The Washington State Wine Commission represents every licensed winery and every wine grape grower in Washington State. Guided by an appointed board, the Commission provides a marketing platform to raise positive awareness of the Washington State wine industry and generate greater demand for its wines. Funded almost entirely by the industry through assessments based on grape and wine sales, the Commission is a state government agency, established by the legislature in 1987. The Washington State Wine Board is made up of growers, producers, a WSDA representative, and a distributor. ■



WSWC BOARD MEMBERS EFFECTIVE JULY 1, 2021

	TERM THROUGH	GROWER	LESS THAN 50 ACRES GRAPES IN PRODUCTION	MORE THAN 100 ACRES GRAPES IN PRODUCTION	PRODUCE AND SELL THEIR OWN WINE	WINE PRODUCER	PRODUCE LESS THAN 25K GALLONS ANNUALLY	PRODUCE MORE THAN 1M GALLONS ANNUALLY	PRODUCE WINE FROM THEIR OWN GRAPES	WESTERN WA	EASTERN WA	WSDA DIRECTOR REPRESENTATIVE	NON-VINIFERA WINE PRODUCER	WINE DISTRIBUTOR
Dan Werth, Ste. Michelle Wine Estates (Treasurer)	6/30/23					X		X	X	X	X			
John Sportelli, Columbia Winery (Chair)	6/30/22					X				X				
Shylah Alfonso, Pomum Cellars	6/30/24					X	X			X				
Rachael Horn, AniChe Cellars	6/30/22					X	X		X		X			
Steve Griesel, Betz Family Winery (Past Chair)	6/30/24					X	X		X	X				
Lacey Lybecker, Cairdeas Winery	6/30/23	X	X		X									
Dick Boushey, Boushey Vineyards	6/30/22	X		X										
Sadie Drury, North Slope Management (Vice Chair)	6/30/24	X		X										
Casey McClellan, McClellan Estate Vineyards	6/30/22	X		X	X									
Todd Newhouse, Upland Vineyards	6/30/24	X		X										
Ryan Lumaco, Southern Glazer's Wine & Spirits	6/30/23									X				X
Serena Roberge-Gordon, Perennial Vintners	6/30/23					X				X			X	
Rianne Perry, Washington State Dept. of Agriculture	WSDA											X		

*In July 2021, the board welcomed new board member Todd Newhouse.

FY21 WASHINGTON WINE STATISTICS

- 60,000+ acres planted
- 178,500 tons of grapes harvested (2020)
- 17M cases produced (2020)
- 1,050+ wineries
- 400+ wine grape growers
- 80+ varieties produced

Source: USDA & WSLCB

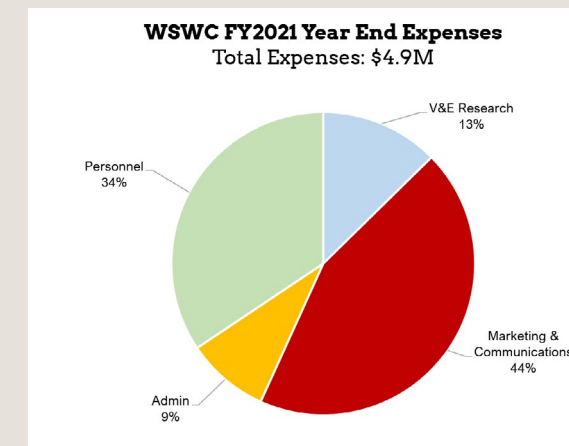
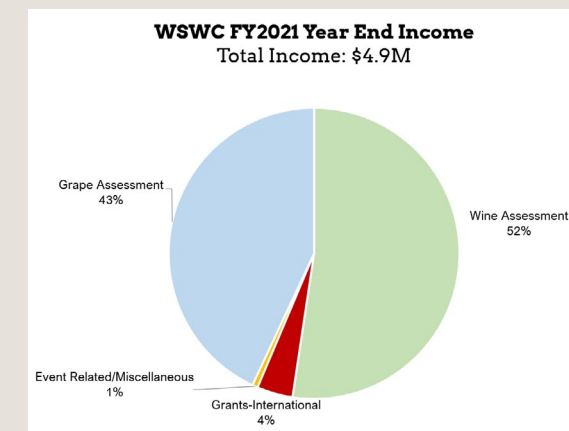


FINANCIALS

REVENUE SOURCES

Washington State Wine is required to collect assessments from both wineries and growers to fund its activities. These two assessments are collected separately. The first—the assessment on all licensed wineries in Washington State—is collected monthly by the Washington State Liquor and Cannabis Board (WSLCB) through wineries' monthly reports to the WSLCB, a small percentage of which is forwarded to Washington Wine. The second—the assessment on all growers of vinifera wine grapes in Washington State—is collected annually by the Commission itself. Both wineries and growers contribute to the marketing budget; wineries contribute \$0.08 per gallon and growers contribute \$12 per ton of grapes. ■

In FY2021, income was down by 13%, causing the Commission's budget to be reduced by nearly \$900K for the second year in a row. Despite these challenges, we maintained a variance of less than 1% in FY21, as illustrated below.



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WINE