Greetings from Washington State Wine.

We’re so glad you’re here! In this quarterly report, you will learn some examples of what the Washington State Wine team has done during the first quarter, January-March 2017, to advance 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 educating our target audience, while supporting viticulture and enology research to drive industry growth. Inside you will find the results of our recent programming efforts covering communications, marketing and research. Interested in getting more involved? All opportunities are always available in our newsletter and on our website,

Communications
Highlights include the Taste Washington media tour, and unprecedented growth in social media.

Marketing
Highlights include the most successful Taste Washington yet, continued increased engagement in our current target market, San Diego.

Research
The first year of our strategic research plan is in full force and the results are showing—we can’t wait to see what’s next.
Communications

Throughout the past quarter, the Communications team has been hard at work locally, nationally and internationally. Dive in to learn more!

Taste Washington Media Tour

The number of high-level media brought into Washington State both during and leading up to Taste Washington. 5 prominent journalists experienced an in-depth tour through wine country. Visiting media included Karen MacNeil author of The Wine Bible, Sara Schneider of Sunset Magazine and Ray Isle of Food & Wine.

Social Media

Washington State Wine continues to grow and compete on the global social media stage. Currently, WSW’s social presence ranks 6th in the world compared to other major wine regions.

Facebook gained 7,452 new followers, saw 47,102 engagements, and gained 1,816,343 impressions over the past quarter. This is a total increased growth of 290% vs. the previous quarter.

Twitter gained 881 new followers, saw 4,914 engagements, and gained 453,400 impressions over the past quarter. This is a total increased growth of 3% vs. the previous quarter.

Instagram gained 1,103 new followers, saw 23,682 engagements over the past quarter. This is a total increased growth of 12% vs. the previous quarter.

Wine Advocate Annual Tasting

608 wines from 124 Washington State Wine producers were tasted during the annual Wine Advocate Tasting with wine critic Jeb Dunnuck.

Washington State Wine Tour Guide

The number of Washington State Wine Tour Guides published annually, and distributed locally, nationally and internationally.

The number of editorial award nominations the 2017 Washington State Wine Tour Guide award received, which included recognition for editorial and design excellence.

5.1 MILLION

As a direct result of the Taste Washington Media Tour, more than 14 articles have been published so far, reaching a potential audience of more than 5.1 million readers. Washington State wine features were included in publications like Martha Stewart Online, Decanter, and Sunset Magazine, and Karen MacNeil’s WineSpeed Newsletter

$470,948

The traditional advertising value equivalence of the published articles that were a direct result of the Taste Washington Media tour, resulting in a 4,709% ROI from the trip.
National and Local Marketing Programs

Guild of Sommelier Events

The Washington State Wine team partnered with The Guild of Sommeliers to host exclusive Washington State Wine events in both Los Angeles and New York City.

Nearly 300 beverage industry professionals and media attended the events between the two cities, which is 12% above the targeted attendance goal. Attendees included Jameson Fink of Wine Enthusiast, and Patrick Comiskey of Wine & Spirits.

30 Washington wines, and 3 Washington ciders were featured throughout each evening.

“The event was valuable not only for Abeja, but for the Washington wine industry as a whole. The turnout was stellar, with not only solid numbers, but a solid caliber of wine folks. It was apparent the group of invitees were hungry for Washington wine.”
—Dan Wampfler, Abeja & WSW Commissioner

San Diego Trade & Media Tasting

The Washington State Wine team put on a trade and media tasting and executed a dedicated advertising campaign during the second year of our target market campaign.

170
The number of prominent trade and media in attendance during the San Diego Trade & Media tasting at Coastera.

69
The number of Washington State Wineries in attendance. The event was completely full reaching our goal of increasing winery engagement within our target market, achieving a 28% increase in participation over 2016.

San Diego: Target Market Campaign

100%
The increase in businesses that engaged with Washington State Wine promotional efforts, which is double that of 2016.

14,122
The number of web sessions on the San Diego promotional web page, which is a 25% increase over 2016.

Washington State Wine Quarterly Report
National and Local Marketing Programs

Taste Washington

Celebrating its 20th year, Taste Washington reported its highest overall attendance in 2017, including a sold out crowd at the Grand Tasting.

The Grand Tasting

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<td>241</td>
<td>The number of Washington State wineries and vineyard participants, the largest contingency ever during this event.</td>
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<td>5,762</td>
<td>The number of core consumers, trade, and media who attended Taste Washington, up 10% from 2016. 2017 welcomed the first sold-out Grand Tasting on record!</td>
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Taste Washington Seminars

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<td>425</td>
<td>The total of core consumers, trade and media who attended all six educational seminars over two-days, including a seminar led by Karen MacNeil, best-selling author of The Wine Bible.</td>
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"It was such a great event, very eye-opening to the quality and value of Washington wine. Looking forward to getting more listed on Wine.com" - Megan Johnson, wine.com

The New Vintage

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<td>57</td>
<td>The total number of winery participants, which made the event completely full for the second year running.</td>
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600+

This event completely sold out, with over 600 in attendance, guest count was up 10% over 2016.

Taste Washington Wine Month

The annual month-long celebration of Washington State Wine returned bigger and better than ever.

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<td>370,387 +</td>
<td>The number of social media advertising impressions, 2 times more than the number of social media impressions in 2016.</td>
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<td>3,018</td>
<td>The total increase of users engaging with the #WaWineMonth social media campaign, which is up 55% from 2016.</td>
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<td>5,400</td>
<td>The total web sessions at <a href="http://www.washingtonwine.org/winemonth">www.washingtonwine.org/winemonth</a>, a nearly 40% increase in engagement over 2016.</td>
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International Marketing Programs

Funding for the international programming comes from grants received from the USDA.

**AsiaTour**

Through educational seminars, trade tastings, and importer meetings, this program was able to touch over 800 wine influencers in the Asian market.

800+

The number of top-tier beverage professionals who attended Washington State Wine events in Seoul, Tokyo, and Osaka.

**ProWein**

The Washington State Wine team engaged with high-level beverage professionals at the largest trade show on the globe.

58,500+

The number of Washington State Wineries that were represented throughout the three-city European tour.

**EuroTour**

Washington State Wine engaged high level members of the wine trade, media, and importing community throughout events in London, Stockholm, and Copenhagen.

750+

The number of trade, media, and beverage professionals who attended Washington State Wine events throughout the EuroTour during educational seminars and tastings.

19

The number of Washington State wineries that were represented throughout the three-city European tour.

**Taste Washington Inbound Tour**

Guests of this tour included the North American Correspondent from Decanter Magazine, members of the Canadian LCBO, SAQ, and the Nova Scotia Liquor Corporation Buying team.

17

The number of Washington State Wineries who have found representation in the Quebec and Montreal markets as a direct result of this inbound tour.

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Research

We’re extremely pleased to report that Washington State Wine’s amped up research program has much to show in the way of accomplishments. The strategic plan, developed for the Wine Commission with broad industry involvement, guided us with well-defined goals and objectives. This plan will be the roadmap for our expanded research program for years to come.

$1 Million

The statewide viticulture and enology research program hit the $1 million mark for first time since its inception, an increase of 20% from the previous year. The Washington State Wine Board of Commissioners approved $1,053,000 funding for 18 research projects for 2017-18 in an effort to continue our strategic pillar of enhancing and supporting industry research.

1

The first ever Research Annual Report was released in February 2017, and highlighted the progress of the Washington State Wine Research program’s first year.

1,000+

The number of weekly listeners to the newly implemented WAVE Minute weekly radio program, which launched on Washington Ag Network (AM 610) and airs weekly. Includes research news and interviews with scientists each Thursday.