BENEFITS

of

ENGAGEMENT

Red Mountain AVA
Welcome to Washington State Wine. Our mission is to raise awareness and demand for Washington State wine through marketing and education while supporting viticulture and enology research to drive industry growth. In this packet you will find valuable information on a variety of ways we can work together to support your business and the industry as a whole.

The product of ideal growing conditions, collaborative spirit and relentless innovation, the quality of Washington State wine is among the finest in the world. Washington State wine stands for distinctive, world-class offerings from a broad spectrum of classic grape varieties at prices for mainstream consumers and motivated collectors alike.

About Washington State Wine
Washington State Wine represents every licensed winery and every vineyard in Washington State. Gained by an appointed board, Washington State Wine 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—Washington State Wine is a state government agency, established by the legislature in 1987.

Assessment Process
In 1987, the legislature created Washington State Wine to promote the growth of the wine industry for the benefit of all of the state’s citizens. Washington State Wine was constituted under the Washington State Department of Agriculture and is governed by an appointed board of growers and winemakers, similar to other commodity commissions. 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 Control Board through wineries’ monthly reports to the WSLCB, and then forwarded to Washington State Wine. The second—the assessment on all growers of vinifera wine grapes in Washington State—is collected annually by Washington State Wine itself.

State law requires the “first handler” of purchased vinifera wine grapes (i.e., the purchasing winery) to collect the grape assessment due from the grower and remit that assessment to Washington State Wine. Most often, the grower will deduct this grape assessment from their invoice to the winery, and the purchasing winery will then pay this deducted grape assessment to Washington State Wine. In this case, the grower bears the financial responsibility for the grape assessment.

While state law requires the purchasing winery to transmit payment of the grape assessment to Washington State Wine, this grape assessment is ultimately levied on the grower if the grape assessment is not deducted from the invoice to the purchasing winery, then the purchasing winery should:
1. Deduct the appropriate grape assessment from the invoice.
2. Pay the balance due to the grower, less the grape assessment owed to Washington State Wine.
3. Pay this grape assessment to Washington State Wine directly. Again, this ensures that the grower bears the financial responsibility for the grape assessment.

Financials

<table>
<thead>
<tr>
<th>FY16 Revenue</th>
<th>FY16 Budget</th>
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<tbody>
<tr>
<td>Wine Assessment 34%</td>
<td>Advo’s 7%</td>
</tr>
<tr>
<td>Wine Science Center Assessment 18%</td>
<td>Personnel 34%</td>
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<tr>
<td>Growers Assessment 7%</td>
<td>Research 31%</td>
</tr>
<tr>
<td>Grower Related 4%</td>
<td>Markets-National 24%</td>
</tr>
<tr>
<td>Grape Assessment 60%</td>
<td>Markets-Local 5%</td>
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<tr>
<td>*Many national programs are included trade and media events.</td>
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<tr>
<td>State Law 12%</td>
<td>Markets-International 4%</td>
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Get Involved

Annual Programs
Taste Washington Wine Month (March) - Taste Washington Wine Month in March is an annual celebration of Washington State’s award-winning industry celebrated by wineries, restaurants, and retailers all month long. Don’t forget, the culmination of Taste Washington Wine Month is Taste Washington. Seattle’s premier food and wine event Taste Washington features wines from more than 250 Washington State winemakers and winemakers from across the state’s top restaurants.

Washington State Wine Month (August) - Washington State Wine is so spectacular that we celebrate it once, but twice a year! Join other winemakers, tasting rooms, restaurants and retail partners in this month-long celebration as an encouragement to get out and explore Washington State!

Washington State Wine Road Trip (September) – is a five-day adventure through Washington State wine country during harvest and is open to on- and off-premises buyers only.

Taste Washington (March) – Taste Washington is the nation’s largest single region food and wine event and is in its 19th year! For the two-day event is host to more than 250+ wineries.

The New-Vintage (March) – Created for young wine connoisseurs, this wine tasting event features 75 Washington State winemakers mingling and pouring their wines in a lively setting. This event offers a fun, nonintimidating environment to learn about the dynamic Washington State wine industry.

For more information or to register for these events, please reference the website benefits.

Website Benefits
The Washington State Wine Commission website (www.washingtonwine.org) gets more than 51,000 visitors a month. We are working harder than ever to get the best information about the Washington State wine industry out to those visitors. However, we can’t do it without your help! One of the most popular features of our site is the comprehensive listing of wineries and vineyards in Washington State. But this feature is only as good as the information you put into it. If you are a licensed winery in Washington State or own a vineyard or tasting room in the state, we hope you will create and maintain a complete profile on our website. This is a simple and free way to drive more interest in and traffic to your business. Instructions on how to create a profile are below.

In order to keep our internal records up to date, we also use this website listing as our industry member database. Information you enter into your account is used to tailor communications to your specific business needs. The more complete your profile is, the easier it will be for us to contact you. Entering your information only takes a few minutes, but will greatly improve both the consumer’s experience on our site as well as our ability to communicate with you so you always know what’s going on here at Washington State Wine.

How the “Industry” Section Works
On the www.washingtonwine.org homepage you will see a link in the upper right that says “Industry Login.” This is the place for you! In this members-only section as well as create a profile for consumers to see. When you visit www.washingtonwine.org/member-signup, type in the name of your business and, once approved, will allow you to access to our Industry section.

Profiles
Profiles are the public-facing information——what the everyday consumer can see when you are a licensed winery in Washington State or have a vineyard or tasting room in Washington State, you can create a profile containing whatever information you would like the public to see. Features of Profiles include the ability to upload pictures, logos and information about your wines and wineery. The more information you enter the easier it will be for our more than 16,000 monthly visitors to find you!

Accounts
Each business associated with the Washington State wine industry may apply for an account on the website in order to access the Industry section as well as create a profile for consumers to see. When you visit www.washingtonwine.org/member-signup, type in the name of your business to see if you already have an account. If not, you may sign up for a new account. Information entered in the Account section is not public information but contains the basic information about your business and, once approved, will allow you to access to our Industry section.

Washington State Wine Commission and Washington State University, are Washington's wine industry. Two condensed sessions tailored for winemakers

WAVE (Spring/Summer) - The Washington Advancements in Viticulture and Enology (WAVE), is an educational seminar highlighting research supported by Washington State University.

Taste Washington is a premier food and wine event. The best information about the Washington State wine industry out to those visitors. However, we can’t do it without your help! One of the most popular features of our site is the comprehensive listing of wineries and vineyards in Washington State. But this feature is only as good as the information you put into it. If you are a licensed winery in Washington State or own a vineyard or tasting room in the state, we hope you will create and maintain a complete profile on our website. This is a simple and free way to drive more interest in and traffic to your business. Instructions on how to create a profile are below.

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How the “Industry” Section Works
On the www.washingtonwine.org homepage you will see a link in the upper right that says “Industry Login.” This is the place for you! In this members-only area we post research data, tasting submission information and forms, links to outside organizations or companies for any reason. Anyone interested in contacting the Washington State wine industry as a whole is encouraged to submit requests to us for inclusion in our newsletter.

Visit www.washingtonwine.org/explore to see how easy it is to search for wineries in a particular region, by varietal or by wine style. If your wine profile is missing this information, consumers will not be able to find you by using the Explore feature.

There are several components of your Profile—including your name and address, website profile, published contacts, logos, photos, wines, social media handles and private information. All of the information you enter into your Profile is public, except for the private information, which includes the states where you sell wine and job functions of your employees. It is important to fill out all portions of your Profile in order to make it as robust and complete as possible. Your profile is the most comprehensive data available for all Washington State wineries, tasting rooms, restaurants. With high web traffic, keeping it up to date will greatly benefit you.

Contacts
The Contacts portion of your Account is for the people who work for your business. A winery might just need one or two contacts, while a larger one could considerably more. There are two types of contacts: account managers and industry members. An account manager and industry member will both have the same access to our Industry section and will receive communications from us, but only account managers have editing authority over the account, meaning they can add or delete contacts. Account managers also have edit profile information. Account managers are usually owners or principals of your business, but you can have as many account managers as you want. We encourage you to add as many contacts as possible so that we may have more complete contact information for your business and the members of the Washington State wine industry. It is important to keep this information up to date. If you change your email address, let us know; that is where the majority of our communications come from.

Confidentiality note: We do not provide our list of member contact information to outside organizations or companies for any reason.
Five-Year Strategic Plan: FY 2013–2017

New Marketing Strategy
Washington State Wine has helped advance the awareness of Washington State wine for 27 years. In 2012, we launched a new five-year strategic plan (2013–2017), which shifted our primary target audience from consumers to trade and media. This bold approach focuses primarily on influencers in the industry.

Four key strategic pillars are the foundation of this approach:

Increase Trade and Media Advocacy—Engage in outreach through local, national and international marketing campaigns, trade and media missions and targeted media outreach.

Tactic example: Trade events in targeted markets, inbound trade and media events.

Strengthen Industry Unity—Initiate a comprehensive engagement plan and align with industry associations.

Tactic example: Proactive industry communications including new winery welcome kit and the Washington State Wine Tour Guide, the official publication of Washington State wine listing all wineries, tasting rooms and cideries in the state.

Actively Support Wine Tourism Development—Develop partnerships with key tourism entities and provide guidance and education on consumer wine events.

Tactic example: Statewide convention and visitor bureau partnerships.

Support Education and Research—Provide support for wine education programs in Washington State.

Tactic examples: WSU Wine Science Center, Wine Advisory Committee and Wine Education Consortium.