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 last quarter 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, www.washingtonwine.org. Cheers!

Communications
Highlights include a successful media mailer, a sold out NYC Washington vs the World Seminar, and multiple inbound media tours.

Marketing
Highlights include the most successful Washington State Wine Road Trip yet, multiple international inbound trade and media tours, and Feast Portland.

Research
The first year of our strategic research plan has been implemented, and will serve as the road map for the research program for years to come.
Communications

The Communications team has been hard at work both locally and nationally. Dive in to learn more!

As a direct result of the work of Washington State Wine, we tracked **23 published** stories between September and December.

**California Wine Writers Tour: November 2016**
Two high level journalists traveled to Washington Wine Country: Tina Caputo and Chris Sawyer
Together they posted 21 social posts to 19,000 followers.

**New York City Wine Seminar: November 2016**
A panel of Washington State winemakers led a lively presentation featuring a blind tasting of Washington wines and other benchmark wines from around the world.
- 3 Washington Wineries
- 18 writers in attendance
- 2 stories by Sarah Tracey in Martha Stewart Living, which has an online viewership of 11,449,114 every month.
- 2 articles by Kyle Swratz in Beverage Dynamics & Cheers, which has an online monthly viewership of 11,944 unique visitors.

**Columbia Gorge sample mailing: October 2016**
Fall mailer sent to NYC journalists highlighting the Columbia Gorge AVA.
This fall sample mailer is the most recent in our series of media mailers, which focus on different AVA’s and varietals every quarter. AVA’s are rotated through on a quarterly basis.

Results included an article in Martha Stewart Living online, which has a monthly readership of 11,449,114

**Food Journalist Conference: September 2016**
The WSW team hosted 75 food writers from around the country in Seattle during the annual Food Journalist Conference during two walk-around tasting opportunities, featuring Washington wineries from throughout the state.

**James Beard Taste America: August – November**
The WSW team continued our presence as the wine sponsor in James Beard’s Taste America dinners nationwide, 25 wineries participated in four dinners and one media kickoff event. Each dinner was a complete sellout at 300+ people.

These dinners hit our strategic pillar of influencing our target audience of core consumers through education and awareness of Washington State wines.

**Media Reception in NYC**
In partnership with Visit Seattle, WSW hosted 31 high-level journalists from the likes of Jameson Fink and Kate Donnelly
- 2 winemakers and one local chef helped to host the guests.
- In collaboration with Visit Seattle, the Washington State Wine team worked to promote the destination, generate 2017 story ideas, and pitch key campaigns including Taste Washington, Taste Washington Wine Month, and Washington State Wine Month.

WSW hosted 75 writers from around the country for a Taste Washington–style mini-tasting, reception and dinner showcasing wineries from around the state.

“I really enjoyed the seminar and found it very informative. I hope you do more events like this in the future.”
—Fiona Adams, Wine Enthusiast
National and Local Marketing Programs

Feast Portland
The Washington State Wine team returned to Feast Portland for another successful event in the market! WSW hosted a national media lunch featuring 3 Washington wines. We exceeded expectations with 22 writers in attendance at the lunch.

There were 16,286 attendees at Feast Portland, which was an 18% increase over 2015 attendance!

Feast Portland achieved 475 million media impressions and 106 million social media impressions.

23 Washington Wineries represented, and reached 400+ influential trade and media.

Road Trip
Washington State Wine hosted 55 influential trade from 20 states for an in depth tour through Washington during the most exciting time of the year: harvest. The attendees experienced 33 winery and 12 vineyard exercises while touring the state. They also attended 3 regional tastings as well as 2 seminars. This year’s trip wound its way east from Seattle to Walla Walla with stops in Woodinville, Columbia Valley, Yakima Valley, Red Mountain, and the Horse Heaven Hills. A lunch at the Walter Clore Center featured wines from the AVAs that we were unable to reach on the tour. 100% of the 55 attendees plan to do more promotion of Washington State Wine upon their return.

55 influential trade participated in Road Trip 2016.

The attendees represented 20 states from across the country

“'It was a great privilege to be selected to attend. The trip has given me a passion for the place, people and fruit of Washington, and I am excited to share that passion with my customers and colleagues.'
—Daniel Mays, Owner, Stinson Wine, Beer, and Spirits, Minneapolis, MN

The attendees experienced 33 winery & 12 vineyard exercises while touring the state.
International Marketing Programs

The Washington State Wine team implemented many national, local and international marketing programs throughout the fall.

Our international programs are funded by United States Department of Agriculture (USDA) grants.

Canadian somm tour
Sommeliers were exposed to 17 different Washington State winery principles, and toured throughout the entire state, tasting wine from 22 different wineries.

SAQ Buyer inbound
Washington State Wine hosted the General List Buyer and Specialties list category manager from the Quebec Monopoly (the SAQ).
- Introduced to 19 wineries.
- Number of Washington State Wines on the SAQ General List tender doubled.
- Washington State directly responsible for matching 6 wineries with agents in SAQ.

Washington State Wine engaged 35 of the United Kingdom’s most influential wine media during their UK tasting event.

Washington on the World Stage
UK Tasting: Washington State Wine engaged 36 of the United Kingdom’s most influential wine media, including four MWs, Jancis Robinson and Jamie Goode for a Washington vs. the World style tasting. Results from these two events included:
- Article from Jamie Goode on The Wine Anorak, which has a monthly reach of 12,000 readers
- Article from Jancis Robinson, highlighting Washington State wines, reaching 36 unique readers.

Circle of Wine Writers Holiday Tasting
Washington State Wine engaged upward of 150 wine media members of the Circle of Wine Writers, including some of the most influential people in the London wine industry.

”Washington wines make their French counterparts taste a tad lacklustre.”
—Jancis Robinson

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.

Three research articles published in trade magazine and WSU newsletter (smoke taint, wine impacts from mechanical pruning, WSU/wine industry research partnership).

We have 23 projects vying for 2017-18 grant funding through the WSW-supported research program.