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 second quarter, April-June 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 to 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 Sunset Magazine Seminar and unprecedented growth in social media.

Marketing

Highlights include an in-depth tour of Washington wine country with the largest group of Masters of Wine to ever visit the state.

Research

Highlights include an expanded and broader reaching WAVE conference.
Communications

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

Sunset Magazine Educational Seminar

72

The number of high-level media and beverage trade professionals who attended the tasting, a 44% increase over the target attendance level.

“WOW. You got everyone is who anyone to come! Kudos to you and the team! Sara Schneider and the principals were a great draw, but what a first to have such a power tasting in Oakland!”
—Deborah Grossman, journalist

Key Media Coverage Results

67.5 Million

As a direct result of the ongoing outreach efforts from the Washington State Wine team, feature articles were included in The Chicago Tribune and The Wall Street Journal. These two articles alone resulted in a potential audience of 67.5* million readers.

Washington State Wine Weekly Newsletter Launch

1

This quarter resulted in the launch of a new weekly newsroom, which provides an additional opportunity for communication to our industry. This refreshed newsletter launched in April.

The weekly newsroom provides wineries, vineyard owners, regional associations, and various industry partners an opportunity to view all Washington State wine news in one place.

Social Media

Washington State Wine continues to grow and compete on the global social media stage at an unprecedented rate.

Facebook grew to 98,395 followers, saw 6,697 engagements, and gained 202,351 impressions over the past quarter. This is an increase of over 4,000 new followers throughout the past quarter.

Twitter grew to 13,925 followers, and saw 1,217 engagements. This is a total increased growth of over 400 new followers vs. the previous quarter.

Instagram grew to nearly 12k followers, and saw 5,679 engagements over the past quarter. This is a total increased growth of 1,000 new followers over the previous quarter.

6th in the World!

Washington State Wine is competing on the global social media stage, and is currently ranked 6th amongst top wine growing regions, surpassing Napa and France.

*Data sourced from Meltwater Analytics, June 2017
Marketing Program Highlights

Institute of Masters of Wine Tour

The Washington State Wine team planned and executed an in-depth tour for the largest contingency of Masters of Wine to ever visit the state. These are a few of the highlights.

42
The number of Masters of Wine that came to Washington state for a week-long who hailing from 14 different countries.

100+
The number of Washington State wineries that participated and engaged in the Masters of Wine Tour throughout the week.

6,600
The number of Washington State wines poured over 4.5 days during meals, special tasting opportunities and 11 educational seminars.

Road Trip Washington State Wine Recruitment Event

The Washington State Wine team hosted a Road Trip alumni and recruitment event, with nearly 20 different Washington wines represented throughout the evening.

26
The number of high-level guests who attended, including 10 Road Trip alums, and 16 food and beverage professionals.

San Diego: Target Market Campaign

22+
The number of local and national business partners 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.

700%
The increase in advertisement engagements on Washington State Wine social media during the San Diego campaign.

10
The number of Washington State Wineries at “Wine on the Rocks” an event targeted toward trade and media at Coasterra in San Diego.

“Thank you so much for everything that you and your team did to ensure we had an excellent time in Washington Wine country. I left with a great understanding of how the unique climate and geology contribute to the excellent wines being made. I know what a humongous undertaking it must have been trying to deal with 40+ MWs. What a fantastic job you did!” - Jane Skilton, MW

“The event was a blast and it was a pleasure meeting you. The wines really showed up and shined (the ‘96 Chateau Ste. Michelle Cab was ridiculous). Super interesting stuff happening out there! Thanks again for putting together such a great night.”

- Chris Raftery.

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Marketing Program Highlights

Washington & Oregon Wine Month: Japan

April any May kicked off Washington and Oregon Wine Month in Japan, with a focus primarily in Tokyo and Osaka

$1,000,000

The number in total sales that are a result of the Washington and Oregon promotion, of which 2/3 is made up by Washington.

Mexico Technical Seminars

50+

The number of beverage professionals, journalists and sommeliers that attended an in-depth Washington State Wine focused seminar in both Mexico City and San Jose Del Cabo. The seminar was led by Master of Wine, Serafin Alvarado.

Quebec Inbound

Media Tour

15

The number of Washington State wineries who participated in the tour, some of whom have already found distribution in the Quebec market.

“I would just like to say a massive thank you to you and the team for an amazing week. It was by far the best executed wine trip I have been on and no doubt this is due to your impeccable organizational skills” - Elliot Alwin, Siegel Wine Agency, United Kingdom

Washington State Wine Experience

The Washington State Wine team brought 55 high level international beverage professionals and media for a week long tour through wine country.

55

The number of top tier beverage professionals who attended Washington State Wine experience over the course of a five day tour focused on vineyard tours, winery exercises, and educational seminars.

60+

The number of Washington State brands represented during the entirety of the Washington State Wine Experience during winery tastings, and educational seminars.

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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.

The second annual Research Survey was dispersed to understand the effectiveness of communication efforts, and determine research priorities. The results of the survey showed that 92% of respondents were aware of Washington State Wine’s increased focus on research.

The second annual Washington Advancements in Viticulture and Enology educational seminar expanded this year to 137 attendees. 100% of attendees said topics were relevant and on target with their research goals.

The increase in attendance of industry stakeholders from 2016. This is 20% over the registration goal, and aligns with the Washington State Wine strategic plan to raise industry awareness of research.

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.