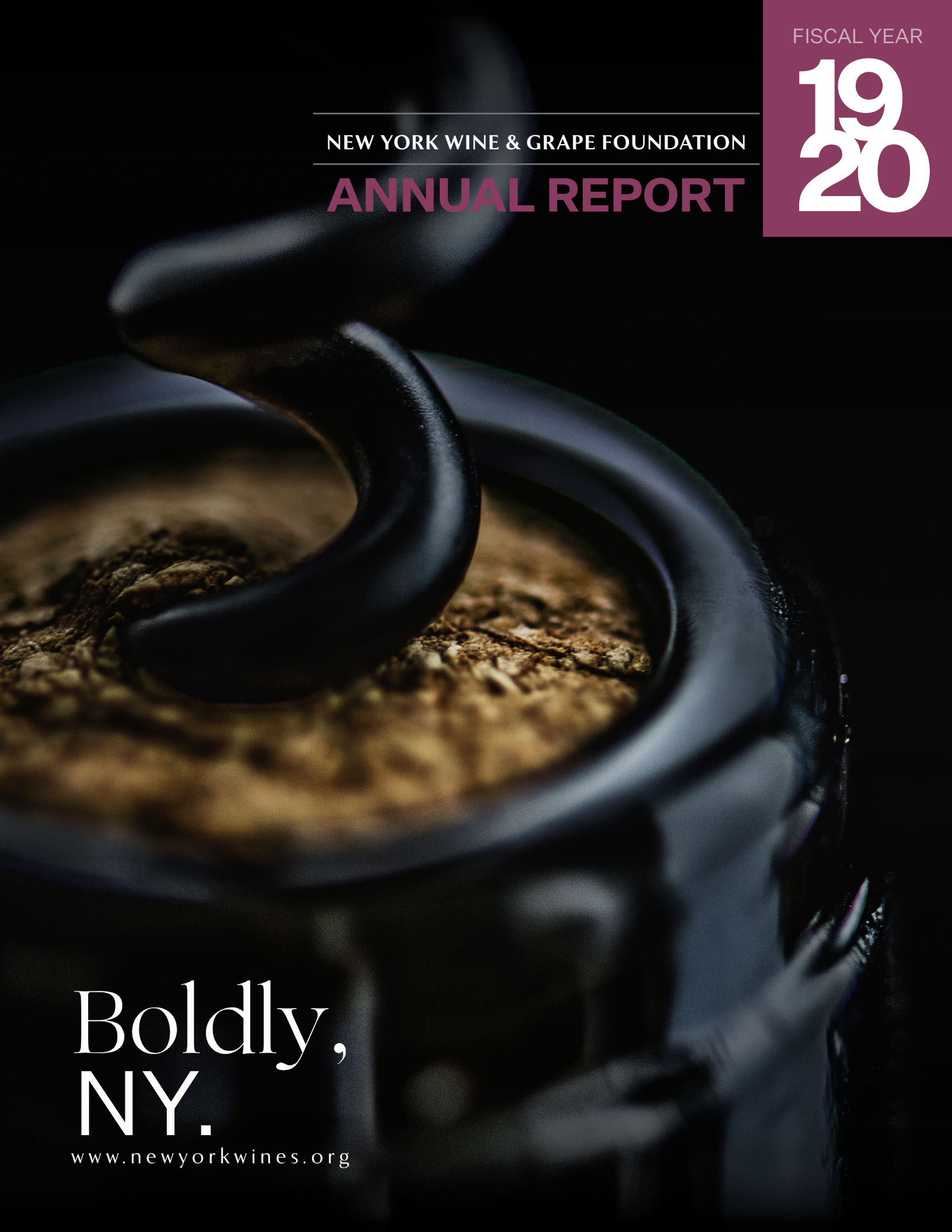
FISCAL YEAR

19
20

NEW YORK WINE & GRAPE FOUNDATION

ANNUAL REPORT



Boldly,
NY.

www.newyorkwines.org

“
The Foundation will promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication and advocacy.
”

NEW YORK WINE &
GRAPE FOUNDATION

TABLE OF CONTENTS

INTRODUCTION

NYWGF: A Public-Private Partnership 4
New York Wines in the Press 5
Debut of the "Boldly, NY." Brand 7

PROGRAM HIGHLIGHTS

Regional Promotion 8
Concord Grape Promotion 9
Wine Competitions 10
The New York Wine Classic 10
B.E.V. NY 11
The Unity Banquet 11
NY Drinks NY 12
Export Program 13

RESEARCH

Research Program 14
Research Projects 2019-2020 15

MEMBERSHIP

Membership 2019-2020 16

APPENDICES

1. Organizational Structure 18
2. Consultants and Outside Contracts 19
3. Eligible Wine Competitions 20
4. Wine Competitions participants 21
5. NYWGF Members 22

A MESSAGE FROM OUR
EXECUTIVE DIRECTOR

SAM FILLER

Dear Friends,

New York Wine and Grape Foundation experienced a banner year in 2019-2020, with several notable organizational breakthroughs and accomplishments. In support of our core mission, and with the understanding that industry members highly value our role in elevating the image of New York grape and wine products, in 2019 the Foundation launched a new brand identity, updated our economic impact study, and re-established New York wines internationally as a category in Ontario liquor stores for the first time in 20 years. In recognition of these significant industry advancements, *Wine Enthusiast* Magazine named two Foundation executives to their *40 Under 40 Tastemakers* list in October 2019.

In August 2019, the Foundation revealed its new logo and tagline, "Boldly, NY.", ushering in an exciting chapter in the Foundation's efforts to support New York's wine and grape industry. "Boldly, NY." advances the spirit of our original brand, which established New York State as an open minded and progressive wine region. "Boldly, NY." celebrates the intrepid attitude and strong spirit of our community. As New Yorkers, we are recognized the world over to have a unique and remarkable spirit that is irreverent, disruptive, and innovative. "Boldly, NY." does not shrink away, but rather, places a spotlight on that audacious spirit putting us at the vanguard of wine innovation, quality, and experience.

The industry's audacious spirit not only attracts international recognition but also generates an impressive impact on the State's economy. In January 2020,

the Foundation released an update to its 2014 economic impact study, and the new study showed that the industry supports 71,950 jobs, $2.79 billion in wages, and $6.65 billion in economic impact in the state. The industry contributes to the State's public finances through business taxes generating $1.12 billion back to state and local governments. In addition, the consumption of wine in New York generated an estimated $179.34 million in state and local tax revenues.

New York's wineries and vineyards attract visitors from across the state and across the country. These visitors not only create business for the wineries and vineyards but also spend millions on lodging, food, transportation, and other retail purchases, contributing to the value of New York's tourism. The economic activity created by these visitors directly generates approximately 25,750 jobs, $825.72 million in wages, and contributing $1.80 billion in economic activity to the state.

In the international market, New York wines achieved a breakthrough with the Liquor Control Board Ontario (LCBO), after their primary category buyer for USA Wines attended the *2019 NY Drinks NY Grand Tasting* held in New York City. With additional support from the NYS Department of Agriculture and Markets, the Foundation secured a commitment from the LCBO to make their first category release of New York wines in over 20 years. In October 2019, a tasting was held in Toronto of 45 New York Wines from the Hudson Valley, Long Island and the Finger Lakes for the LCBO buyers. As a result, 12 wines were selected to be part of New York Wines Category release for Spring 2020. This is anticipated to be the start of much more market access and representation for New York wines in Canada.

The Foundation intends to build on this fiscal year's success as it continues to work tirelessly to give growers, producers, winemakers and wine experts in the Empire State a bigger spotlight in the world of wine. "Boldly, NY." elevates the industry's brand presence both online and off, furthering the Foundation's aim to engage with industry insiders and consumers around the world. With ongoing annual investment by the State, the Foundation will continue to foster the industry's development through offering constant support and programming for their exceptional work and product.

Cheers,

SAM FILLER
Executive Director

NEW YORK WINE & GRAPE FOUNDATION: A PRODUCTIVE PUBLIC-PRIVATE PARTNERSHIP

The New York Wine & Grape Foundation was founded in 1985 by State Statute to support industry growth through investments in promotion, research, and capacity building. Today, our public-private partnership drives the industry's growth and makes it a major state economic engine that generates more than $6.65 billion in direct economic impact.*

The 2019-2020 State Budget allocated $1,079,000 through contributions from the Governor and the State Legislature. In addition, the Foundation received $200,000 in funding from GVRMA for the NY Drinks NY program. The USDA provided funding for our MAP and ATP Export programs, totaling $503,586. NYWGF also secured a $50,000 contract with NYS Department of Ag & Markets funded by the Specialty Crop Block Federal Grant Program to carry out a Concord Grape marketing project. The availability of these state funds creates an important inducement to encourage private sector industry contributions. NYWGF received $515,923 from industry contributions during the 2019-2020 fiscal year.

Since its inception in 1985, NYWGF and the industry have benefited from the State of New York's support to conduct basic programs of promotion and research. The private sector contributes similar amounts to match the State funding. The sections that follow summarize the programs, with additional detail in the Appendices.

**Read the full 2019 Economic Impact Report at newyorkwines.org.*

NEW YORK WINES IN THE PRESS

This was an exciting year for New York wines in the press. From stories featuring the Finger Lakes and Long Island as world class growing regions, to spotlights on a growing sustainability effort, to a rebrand of the entire organization, to an award winning summer for our executive director - the accolades keep rolling in for the wineries and the growers in our community. We are happy to spotlight a few key moments from our year below.

Finger Lakes named America's best wine region for the second year in a row

The United States is as of 2019 home to 244 American Viticultural Areas, or AVAs – grape-growing. *USA Today's 10Best.com* asked a panel of wine industry experts to pick their favorite American AVAs and wine regions, and their readers voted for their favorites from the pool of 20 nominees. New York's picturesque Finger Lakes region took home top honors for the second year in a row, enticing visitors from near and far to experience cool climate wines in a perfect setting.

Tom Colicchio celebrates Long Island wine with a 'Dinner for the Ages'

Famed NYC chef Tom Colicchio helped to shine a spotlight on the world class wines of Long Island with a once-in-a-lifetime dinner featuring nine iconic wines crafted in his own neighborhood. "I have to say [the North Fork] is a place where I call home. I absolutely love not only what nature has to give, but the people out there, especially the winemakers," Colicchio said.

Finger Lakes with a Flourish

Jason Wilson of *Vinous* says "It's time to take America's premier cool-climate wine region more seriously." And we couldn't agree more. As Jason points out, the Finger Lakes is clearly America's premier cool-climate wine region, and prices remain incredibly low given the quality. Overall, winemaking has taken a leap forward – even since *Vinous'* s last report on the region in 2016. There's less reliance on oak, and the quality of the red wines is much improved. Because of the diversity of grape varieties grown in the Finger Lakes, every vintage now promises something worth seeking out.

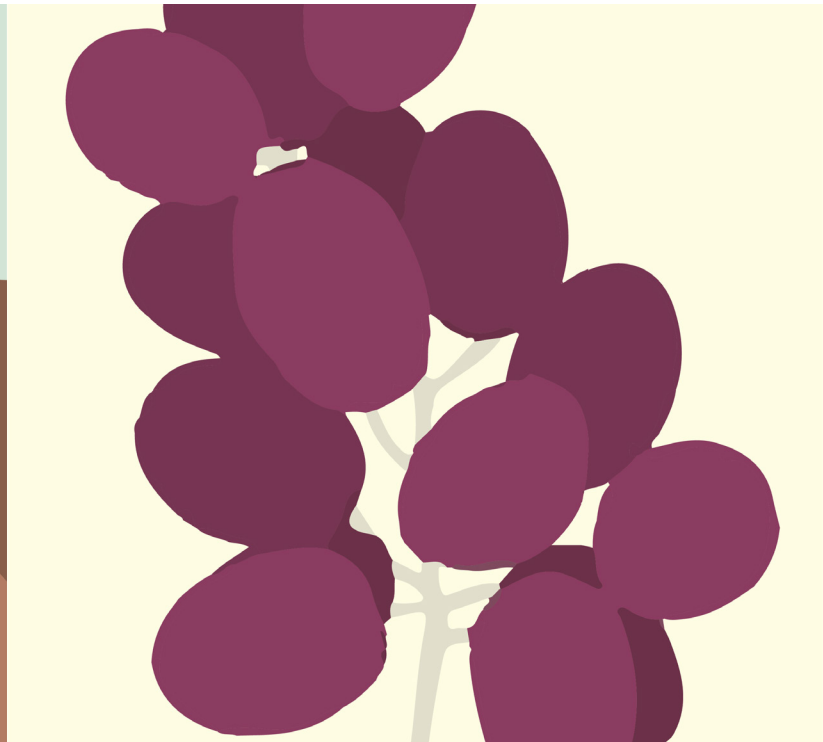
Changing Minds about U.S. Wines

As a part of a buyer roundtable in November 2019, three New York wines were names as "10 wines to challenge perceptions of US's top 4 wine regions" by *the Buyer*, a UK trade publication. Kudos to Red Hook Winery's 2014 Robert Foley Macari Vineyard Chardonnay, Forge Cellars' 2016 Dry Riesling and Nathan K's 2016 Pinot Noir 2016 for helping to educate top buyers abroad.

Executives Receive Wine Enthusiast 40 Under 40 Tastemaker Honors

Wine Enthusiast honored the bold efforts of the Foundation by naming NYWGF executive director Sam Filler, along with Brand Ambassador, Paul Brady, to the *Wine Enthusiast 40 Under 40 Tastemakers* list. The list recognizes the young winemakers, brewers, beverage directors, grape growers, and other movers and shakers who are changing today's beverage industry. Since his appointment in 2017, Sam Filler has led the Foundation in supporting sustainability efforts and has spearheaded marketing initiatives to elevate the image of New York wines.

Wine Enthusiast honored the bold efforts of the Foundation by naming NYWGF executives Sam Filler (Executive Director) and Paul Brady (Brand Ambassador) to the Wine Enthusiast 40 Under 40 Tastemakers list. Photography by Ashton Worthington



DEBUT OF THE "BOLDLY, NY." BRAND

Through the Foundation's 2018 strategic planning process, we learned that our brand identity needed to transform in order to embrace our industry's own evolution, the evolving culture of wine, and the next generation of tastes and needs. The "Uncork New York!" branding, in use since 1987, confidently built New York's reputation as a quality grape and wine producing region. It served the industry adeptly for the past 30 years by fostering a united statewide community of growers and producers under one banner. We owe a debt of gratitude to former Governor Mario Cuomo, the New York State Legislature, former Foundation President Jim Trezise, former Foundation Vice President Susan Spence, and all those who breathed life into "Uncork New York!" and spread it widely to achieve our region's international acclaim.

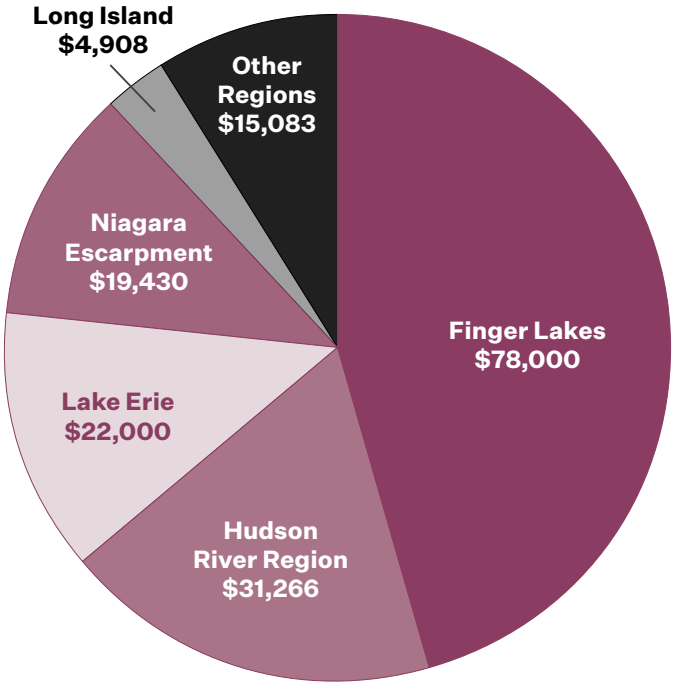
Boldly, NY.

www.newyorkwines.org

In August 2019, the New York Wine & Grape Foundation (NYWGF) revealed a new logo and tagline, ushering in an exciting chapter in the Foundation's efforts to support New York's wine and grape industry. "Boldly NY." celebrates the intrepid attitude and strong spirit of the New York wine and grape community. The Foundation's brand refresh will continue to expand over the next year.

Boldly, adapting.

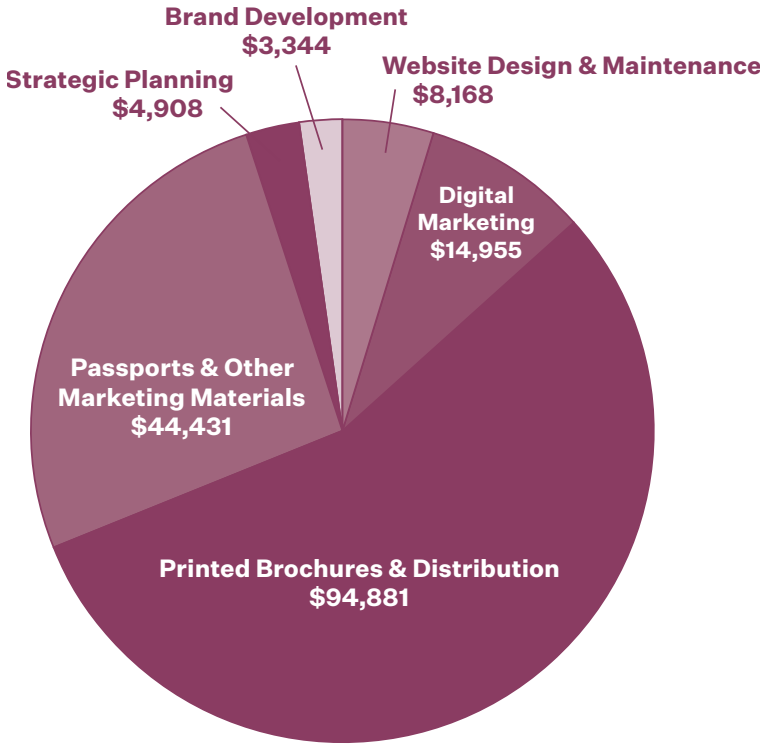
REGIONAL PROMOTION



The Regional Promotion program assists New York's wine and beverage trails to increase the amount of tourism to wine regions throughout the state. This program generates and facilitates increasing levels of wine tourism and visits to wineries. Other states often model their trails after New York's wine trails, which are known for their cooperative spirit, commitment and organizational success.

NYWGF supported 14 regional programs throughout the state during the 2019-2020 program year. $264,367 from the private sector was matched with the disbursement of $170,686 from NYWGF. Expenses for printed brochures and the distribution of the brochures continues to be the most utilized marketing asset by the wine trails. Additionally, both print and digital marketing, as well as website design and maintenance make up most expenses submitted to NYWGF for the allocated funding.

Executive Director, Sam Filler, in partnership with the Long Island Farm Bureau, worked with the Long Island Wine Council on a strategic planning process to reinvigorate the unity of the wine industry on Long Island. Additionally, Lake Erie Wine Country invested a large portion of their regional program allocation into a new brand and website at lakeeriewinecountry.org.



CONCORD GRAPE PROMOTION

Through a Specialty Crop Block Grant, the New York Wine & Grape Foundation was able to fund a marketing project to promote bulk concord juice sales to out-of-state buyers. The work for this campaign was completed by The Martin Group who launched the project by organizing a strategy session in Chautauqua County. The outcomes of the strategy session helped shape the research that the Adelman Research Group conducted on primary and secondary market research to identify targets for additional sales and demand.

Once the research was done, The Martin Group developed creative assets including a landing page (nyconcords.com), email newsletter templates, as well as sponsored social media posts. On December 4, 2019 the NYS Department of Ag & Markets and NYWGF issued a press release announcing the new social media campaign to promote the sales of concord juice. Our Executive Director, Sam Filler, stated:

"This marketing campaign, and the outreach and research that led up to it, allows us to help strengthen New York's grape industry with key insights we're putting to use for our State's growers. Grape growers in Western New York and the Finger Lakes need resources to keep their production in demand and marketable to enhance profitability. These growers have been instrumental to the rise of the wine grape industry and we at the Foundation aim to provide as many strategic resources as possible in support of their ongoing efforts and excellence."

WINE COMPETITIONS

The Wine Competitions Program was created to gain more recognition for the high-quality wines that are produced in New York State. NYWGF assists wineries by contributing 50% to members and 25% to non-members for the entry fees in national and international competitions.

From April 1, 2019 to March 31, 2020, NYWGF paid entry fees to 33 competitions on behalf of 50 wineries. A listing of the wineries who took advantage of the program, and the eligible wine competitions, can be found in Appendix 2. All awards of Gold (90 Points) or higher get published on the NYWGF website under the Awards & Accolades section.

THE NEW YORK WINE CLASSIC

The New York Wine Classic, run by the Foundation annually, focuses solely on New York wines. A panel of more than 20 distinguished wine writers, retailers, restauranteurs and educators from all over the United States judged a total of 883 wines, and concord brandy. Each year, the winning entries see increased publicity and sales following the competition. Top awards are highly respected by the trade, and are often added to winery advertising.

NEW YORK WINE CLASSIC

Winners have access to point of sale materials, exclusively for top honorees. Following the competition, the Foundation embarks on a year long series of marketing events highlighting the winners. This year, events included award ceremonies in Brooklyn and Lodi, NY, and a consumer dinner series, with wine pairing menus at The Clipper Inn, in Clayton, NY; The Marshal in New York City; and The Tailor & the Cook, in Utica, NY.

B.E.V. NY

In February 2020, the Foundation partnered with Cornell to revitalize the Business Day at the annual B.E.V. NY conference. B.E.V. NY is New York's annual conference for the grape and wine industry, combining the resources of Cornell's Extension Enology Lab, the Finger Lakes Grape Program, and the Charles H. Dyson School of Applied Economics and Management. The event welcomed over 125 participants, the largest Business Day attendance ever, to hear a Keynote Presentation by Ray Isle, Executive Wine Editor of *Food & Wine* and the Wine & Spirits Editor of *Travel + Leisure*, on "New York Wines on the Global Stage," a panel presentation on the "State of the Wine Industry", along with a wide range of expert speakers from around the country presenting workshops on marketing, sales, and leadership topics.

THE UNITY BANQUET

The Unity Banquet is an industry awards luncheon featured annually at the B.E.V. NY conference to recognize individuals and businesses that have made important contributions to the wine and grape industry in New York. These awards recognize leadership, dedication, commitment, outstanding service, and more. These individuals and businesses contribute to the NYWGF's goal to have the New York grape and wine industry recognized as a world leader in quality, productivity, and social responsibility.

Hunt Country Vineyards, 2020 Sustainability Award Recipient

This year, the Jim Trezise Lifetime Achievement Award was added to recognize individuals who have demonstrated a lifelong commitment to the New York wine and grape industry and made impactful contributions that advanced the industry.

2020 Award Winners

- The Jim Trezise Lifetime Achievement Award - John Brahm III, Arbor Hill Winery
- The Phyllis Feder Unity Award - Linda Pierro, Hudson Valley Wine Magazine
- The Jim Finkle Industry Award - Peter Bell, Fox Run Vineyards
- The Grower Award - Donna Rudolph, Bedell Cellars
- The Winery Award - Boundary Breaks, Lodi, NY
- The Research Award - Hans Walter-Peterson, Cornell CALS
- The Sustainability Award - Hunt Country Vineyards, Branchport, NY

- The Restaurant Award - Brown Hound Downtown, Rochester, NY
- The Retailer Award - Grapevine Farms Wine Cellar, Cobleskill, NY
- The Ron Reals Distributor Award - Karen Aumick, Empire Merchants North
- The Consumer Award - Greg and Jeanne Gardner

NY DRINKS NY

NYWGF was awarded a 9th grant from the Genesee Valley Regional Market Authority (GVRMA) to support the promotion of New York wines in New York City beginning in July 2019. The program would have normally run through March 2020 concluding with the Grand Tasting trade, media, and consumer tasting at the Rainbow Room. In light of the events surrounding COVID-19, NYWGF made the decision to cancel the NY Drinks NY Grand Tasting.

We did, however, continue building the most prolific network of trade in the history of the program, throughout the NYC market and beyond. Buyers from some of the largest and most prestigious outlets in NYC and elsewhere took part in NY Drinks NY activities. These activities facilitated relationships and sales with numerous on-premise and off-premise accounts, most notably with The Museum of Modern Art (MoMA) which selected six New York wines to be poured by the glass at its Terrace Café. MoMA welcomes more than three million visitors a year from around the globe.

In Phase IX, the Foundation invested in advertising with Levi Dalton's podcast *I'll Drink to That!*. The nine episodes that have aired have generated over 280,000 downloads. *I'll Drink to That!* episodes have recently been featured in *Meininger's Wine Business International, The Globe, Forbes, Drinks Business, Wine Industry Network Advisor,* and others. Other advertising investments included *NY Wine Events, Local Wine Events, SevenFifty,* and social media campaigns.

NY Drinks NY July 2019 Vineyard Visit
Photo by Rima Brindamour

EXPORT PROGRAM

For 27 years, the New York Wine & Grape Foundation has conducted an International Wine Export program with funding from the United States Department of Agriculture Foreign Agricultural Service (FAS) and the Market Access Program (MAP). All New York wineries are invited to participate in the program each year. Attendees represent the major AVAs of New York and provide training and education to qualified international buyers. This year Export Program participation welcomed 33 winery participants. The Foundation provided a series of online workshops to help educate participants about target markets and how to engage in export activities in each. Highly curated events in Ontario, London, Paris, and Hong Kong resulted in New York wines in the Press (see headlines below). New participants including small, boutique New York wineries, have been successful in connecting with importers in Ontario, London, and Paris resulting in their wines being distributed in each market.

- Mark Snyder's Red Hook Winery has all the swagger of New York City *The Buyer, UK*
- New York Wines Take a Small Bold Step *Wine Align, Ontario Canada*
- Discovering NY Wines Skyward, *Japan Airlines Magazine p. 31*
- Finger Lakes' Hermann J Wiemer: our wines are ideal for export *The Buyer, UK*
- Taste of New York: Indie opportunities from the Empire State *Harpers, UK*
- Bringing New York to Bordeaux *Vinexpo Daily / Bordeaux*
- Red Newt: pushing the boundaries of New York wines *The Buyer, UK*
- Top UK importers assess New York State's export opportunities *The Buyer, UK*
- Buyer Debate Pt 2: How will New York State wines stand out in UK? *The Buyer, UK*
- New From New York Wines *Vinexpo Daily / Paris*
- 10 wines to challenge perceptions of US's top 4 wine regions *The Buyer, UK*

This year the Foundation focused on three markets, per the suggestion of our winery participants. Those markets were Asia, Canada and the U.K. The principal activities include "New York Wines" trade exhibits at major trade shows and consumer events and hosting meetings with key wine buyers. We also run advertising and public relations campaigns, familiarization tours of New York's wine regions for the press and trade, and produce resources such as tasting guides, The New York Winery Guide and other literature. There is a consultant in each market who oversees marketing activities while the NYWGF staff oversee strategy and budget implementation.

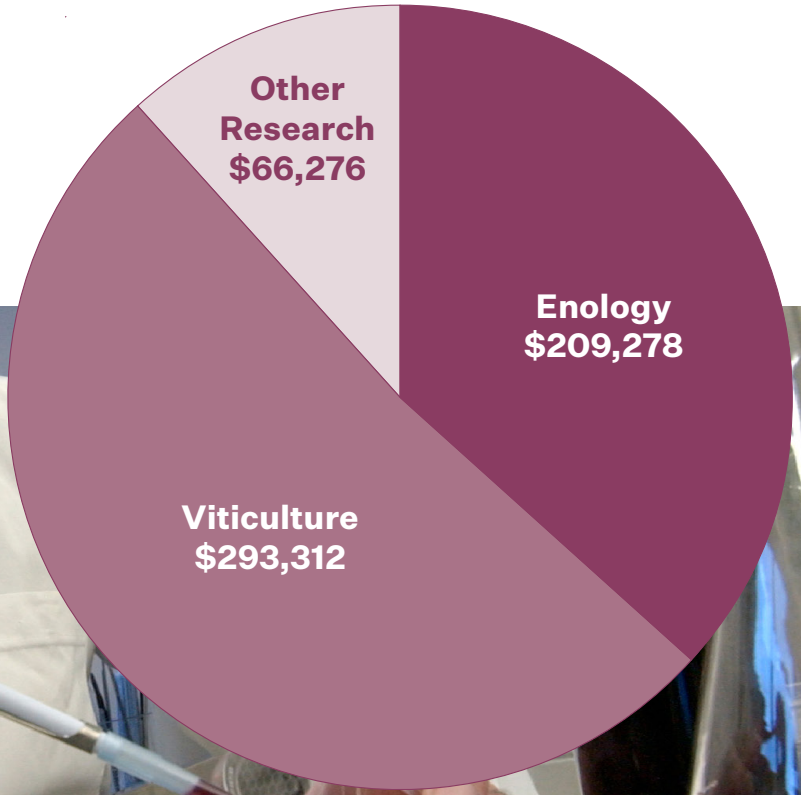
RESEARCH PROGRAM

Since its creation in 1985, NYWGF has sponsored an ambitious and comprehensive program in close coordination with the industry and academia. As with the promotion program, private sector funding is used to leverage the state funds. NYWGF's annual research budget is normally between $350,000-$500,000 to support many projects, mostly conducted by Cornell University's New York State Agricultural Experiment Station in Geneva NY and the Cornell Lake Erie Research and Extension Lab in Portland NY.

The private sector funds come from various organizations, businesses, and individuals to support all research related projects, but focused on the two main areas of research: viticulture and enology.

The NYWGF's Board Research subcommittee oversees the solicitation of research proposals based on industry generated priority themes. They meet with the researchers at a reporting session held each February where they can ask questions about current projects and research proposals for the next fiscal year. The committee meets in March and reviews all proposals and makes a recommendation to the NYWGF Board for final allocations to individual projects.

Total Spent on Research 2019-2020 Fiscal Year: $568,866



RESEARCH PROJECTS 2019-2020

Researcher	Viticulture Topics	Project Cost
Hed	Efficacy of alternative fungicides for grape downy mildew disease management 2019-2020	$3,016
Jentsch	Cabernet Franc Clone and Rootstock Selection Suitable for Hudson Valley AVA and Viticultural Techniques for Superior Fruit Quality 2019-2020	$24,411
Martinson	Bud Hardiness and Winter Injury Assessment 2019-2020	$28,208
Martinson	Continuing Veraison to Harvest Newsletter and Fruit Sampling in 2019-2020	$23,974
Reisch	Breeding and evaluation of new wine grape varieties with improved cold tolerance and disease resistance 2019-2020	$22,217
Walter-Peterson	Evaluation of Methods for Management of Field Bindweed in New York Vineyards 2019-2020	$17,991
Weigle	Increasing the Reliability and Scope of NEWA Weather and Pest Model Information 2019-2020	$38,772
Wise	The impact of adjuvants on late season cluster rot 2019-2020	$6,190
Wise	Evaluation of winegrape cultivars and clones on Long Island 2019-2020	$21,011
Loeb/Scott	Insecticide resistance is limiting control of sour rot in New York vineyards	$61,849
Fuchs	Identifying Clean Nursery Stocks for a Sustainable New York Viticulture	$40,623
Wise	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	$6,476
Walter-Peterson	Evaluation of a berry cuticle supplement to reduce cluster rots in vineyards	$9,246
	Subtotal Viticulture Projects	**$303,984**

Researcher	Enology Topics	Project Cost
Sacks	Development of rapid approaches for quantifying key flavor compounds and their precursors in grapes 2019-2020	$127,800
Gerling	Wine Analytical Laboratory and the New York Wine Data Bank	$60,000
Sacks	Defining appropriate free and molecular SO2 limits for wine packaged in aluminum cans	$14,855
	Subtotal Enology Projects	**$202,655**

Other Research Costs	Project Cost
Dues for research focused organizations including NGRA, WMC and Wine America	$18,582
Lead NY support	$2,400
Economic Impact Study	$17,500
Subtotal Other Projects	**$38,482**

Total Research	**$545,121**

MEMBERSHIP 2019-2020

This year, the Foundation focused on maintaining valuable membership benefits and growing our educational programs. Due to the success in membership growth last year, we continued to provide the marketing programs and differential pricing structures that were deemed most valuable. This included the educational webinar series, increased subsidies on wine lab and winery competition fees for members, and discounts on NY Drinks NY participation.

For Business Associate members we provided additional opportunities to engage with wineries through our sponsorship, advertising, and educational programs. We continued our work with Business Associate member *Mengel, Metzger, Barr & Co., LLP*, to provide financial and tax "tips of the month" and quarterly webinars. Our Business Associate partner *Bond, Schoeneck & King* provided support as the Keynote Speaker sponsor at B.E.V. NY, and provided much needed educational resources to member wineries at the onset of the Coronavirus pandemic in March 2020.

Boldly,
dedicated.

We increased our efforts to provide valuable resources to consumers interested in New York wines. In the spring of 2019 we launched a consumer-focused newsletter, the *WineVine*, to help keep our consumer members and New York wine enthusiasts up to date on news, events, and more. Consumer membership benefits included access to a free Virtual Tasting Series carried out monthly by Foundation staff.

Webinars & Seminars

The Foundation was pleased to provide over 20 online events and webinars for our members this year. Presented by staff and in partnership with our Business Associate Members, topics represented interests that were important to wineries and growers, directed by their input, and focused on best practices in business development, legal compliance, marketing and more. Over 315 winery staff and grower members registered to attend these workshops and seminars.

Popular topics included:

- Protecting Your Winery/Vineyard Against ADA Website Lawsuits
- Year -End Business Check Up for Wineries and Vineyards
- Inventory Accounting Fundamentals and Best Practices
- The Value of Sustainable Winegrowing
- Welcoming Diverse Markets to Your Winery

In addition to educational workshops for winery owners, marketing and fiscal staff, we also provided a discount on our series of TIPs Trainings presented in both Penn Yan, NY and Geneva, NY for Tasting Room staff.

Welcome New Members and Sponsors

As the New York Wine & Grape Foundation has improved communication and developed new Members Only benefits, many have taken notice and are joining to take advantage of them. During the 2019-2020 fiscal year, the Foundation welcomed 19 new Winery Members, 4 new Grower Members, 35 new Business Members, and 27 new Consumer Members.*

NYWGF Announces American National as First Sponsoring Partner

In November 2019, the New York Wine & Grape Foundation announced American National's Farm Family Casualty Insurance Company (American National) as the first ever "Sponsoring Partner" of the organization. With this commitment, American National demonstrates its continued dedication to supporting the wine and grape industry in New York state. American National's sponsorship will allow the New York Wine & Grape Foundation to enhance education and marketing programs including webinars, the NY Drinks NY Grand Tasting in New York City, and the business day of the B.E.V. NY conference in Rochester in 2020. American National will be providing additional educational and risk management resources for wineries and grape growers statewide through this partnership.

AMERICAN NATIONAL®

Farm Family Casualty Insurance Company
An American National Company

**A full list of members can be found in Appendix 5.*

ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

Kim Wagner, *Chairman*
Stoutridge Vineyard

Robert Smith, *Vice Chair*
National Grape Cooperative Association

Leah Van Scott, *Treasurer*
Greater Rochester Enterprise

Julie Suarez, *Secretary*
Cornell University

Gerry Barnhart
Victory View Vineyard

Oskar Bynke
Hermann J Wiemer Vineyard

Jamie Castellani
Wine & Liquor Outlet

Mike Colizzi
Kashong Glen Vineyards

Kevin Faehndrich
Mazza Wines

Stefan Fleming
Empire State Development

Luke Haggerty
Constellation Brands

Russell Hearn
Premium Wine Group

Kevin King
Department of Agriculture & Markets

Charlie Marshall
The Marshal

Jan Nyrop
Cornell AgriTech

Linda Purdy
Pendleton Farms

Max Rohn
Wölffer Estate

Katie Roller
Opici Upstate & Metro NY

Harold Smith
Smith Farms

Oscar Vizcarra
Vizcarra Vineyards

STAFF

Sam Filler, *Executive Director*
Dana Alexander, *Director of Operations*
Paul Brady, *Brand Ambassador*
Jennifer Cooper, *Event Manager*
Amy Ellsworth, *Communications Coordinator*
Julie Hosbach, *Education & Member Services Manager*
Kim Hughes, *Finance Manager*
Valerie Venezia-Ross, *Director of Marketing & Programs*

Programs: Promotion, Research

Products: Grape Juice, Wine, Table Grapes

Regions: Chautauqua/Lake Erie, Niagara Escarpment, Finger Lakes, Hudson Valley, Upper Hudson, Champlain Valley of New York, Long Island, Other

CONSULTANTS AND OUTSIDE CONTRACTS

The following consultants, institutions or organizations received monies from the Foundation during FY 19-20. The listing includes a brief description of the projects and the amounts committed during the fiscal year.

Consultant/Service Provider (Project)	Commitment
Whitney Beaman (Grant writing for Sustainability program)	$5,000
Cornell University & Cooperative Extension offices statewide (For Viticulture and Enology research projects)	$499,578
Finger Lakes Economic Development Council (Rent for office space)	$20,100
FLX International LLC (FAS Market Access Program; export program consultant)	$11,339
HROne (contract for HR services, mandatory trainings)	$3,647
Heveron (CPA Audit services)	$7,255
John Dunham and Associates (Economic Impact Study)	$17,500
Ketchin Sales & Marketing (FAS Market Access Program; export program consultant for Canada)	$23,355
Bob Madill (FAS Market Access Program; update NYWCR)	$6,328
Megan Johnston & Associates (Staff development & Board training)	$6,885
Nixon Peabody (legal services for NYWGF)	$23,875
Pennsylvania State University (For Viticulture Research projects)	$3,012
Poretta & Orr (FAS Market Access Program; export program-trade show booths)	$135,689
SCT Computers (computer equipment and monthly maintenance)	$6,155
Sharp Notions (Updates to the NYWGF website)	$5,775
The Martin Group (Concord grape promotional project)	$44,000
Think PR (Public Relations consultant)	$32,250
Watkins Glen Harbor Hotel (Venue, lodging and meals for New York Wine Classic 2019)	$24,251
Westbury Communications Ltd. (FAS Market Access Program; export consultant for the UK)	$63,354
Total Consultants and Outside Contracts	**$ 939,149**

ELIGIBLE WINE COMPETITIONS 2019-2020

- American Wine Society Commercial Wine Competition
- Asia International Wine Competition
- Atlantic Seaboard Assn. Wine Competition
- Berlin International Wine Competition
- Canberra International Riesling Challenge
- Critics Challenge International Wine Competition
- Dan Berger's International Wine Competition
- Finger Lakes International Wine Competition
- Florida State Fair International Wine Competition
- Great American International Wine Competition
- Harvest Challenge Wine Competition
- Indy International Wine Competition
- International Cold Climate Wine Competition
- International East Meets West Wine Challenge
- International Women's Wine Competition
- Jefferson Cup Invitational
- Jerry Mead's New World International Wine Competition
- London Wine Competition
- Los Angeles International Wine & Spirits Competition
- New York International Wine Competition
- New York World Wine and Spirits Competition
- Pacific Rim International Wine Competition
- San Diego Wine Challenge
- San Francisco Chronicle Wine Competition
- San Francisco International Wine Competition
- Sommelier Challenge International Wine and Spirits Competition
- Tasters Guild International Wine Judging
- Tasters Guild Consumers' Wine Judging
- TexSom International Wine Awards
- The Rosé Competition
- Ultimate Wine Challenge
- Winemaker Challenge International
- World Wine Championships at the Beverage Testing Institute

WINE COMPETITIONS PARTICIPANTS 2019-2020

21 Brix Winery
Adirondack Winery
Agness Wine Cellars
Anthony Road Wine Company
Arbor Hill Winery
Atwater Vineyards
Baiting Hollow Vineyard
Belhurst Winery
Black Willow Winery
Boom Point Winery
Buttonwood Grover Winery
Chateau LaFayette Reneau
Deer Run Winery
Fossenvue Winery
Fox Run Vineyards
Glenora Wine Cellars
Goose Watch Winery
Hazlitt 1852 Vineyards
Heron Hill Winery
Hosmer Winery
Idol Ridge Winery
Johnson Estate Winery
Keuka Lake Vineyards
Keuka Spring Vineyards
Knapp Winery
Lakewood Vineyards
Lamoreaux Landing Wine Cellars
Liberty Vineyards
Marjim Manor Winery
McGregor Vineyards
Meadowdale Farm Winery
Montezuma Winery
Northern Flow Vineyards
Owera Vineyards
Penguin Bay Winery
Ravines Wine Cellars
Red Newt Cellars
Richford Hill Winery
Seneca Shore Winery
Sheldrake Point Winery
Swedish Hill Winery
Tabora Farm Winery
Thirsty Owl Wine Company
Toro Run Winery
Valkyrie Crafted Libations
Ventosa Vineyards
Victorianbourg Wine Estate
Wagner Vineyards
Whitecliff Winery
Young Sommer Winery

NYWGF MEMBERS 2019-2020

GRAPE GROWERS

Airy Acres Vineyards
Amberg Grapevines
Anthony Pagano, Jr.
Argetsinger Farms
BAAR Scientific
Bedient Farms
Black Walnut Farms
Bopple Hill
Bowman Farms Inc.
Bruce Henderson Farms
Butternut Hollow Vineyards
C & D Wager
Carl C. Widmer
Clearview Farms
Conrad Vineyard
Double A Vineyards
Doyle Vineyard Management
Edward C. Dalrymple Farm
Erdle Farm
Falcone Farms
Far & Wide Farm
George Disbrow
Gilded Grapes
Grant Acres
Gridley Vineyards
Idylwild Farm
Ingle Vineyard
Jerome's U-Pick
Jim Hicks
JM Joy Farms
Joyful Vineyards
Kashong Glen Vineyards
Lahoma Farms
Lakewood Farms
Lottery Hill Vineyard
Louis Catalano Farms
McCullough Vineyard Inc.
Militello Farms
Naeser Vineyards
Old State Vineyards
Olde Chautauqua Farms
Oliker Farms
Pellegrino Vineyards
Pendleton Farms
Purple Foot Vineyard
Rockhouse Vineyards
Sawmill Creek Vineyards
Simmons Vineyards
SJF Farms
Smith Farms
Szumigala Farms
Tabora Vineyards
Tuller Vinifera Vineyards
Vinehaven Vineyards
Wishing Well Vineyards

JUICE PRODUCERS

National Grape Co-Op

WINERIES

21 Brix Winery
Adirondack Winery
Anthony Road Wine Company
Anyela's Vineyards
Arbor Hill Grapery & Winery
Arrowhead Spring Vineyards
Atwater Estate Vineyards
Azure Hill Winery
Baldwin Vineyards
Barnstormer Winery
Barrington Cellars
Bedell Cellars
Belhurst Estate Winery
Bella-Brooke Vineyard
Benmarl Winery at Slate Hill Vineyards
Bet the Farm Inc.
Billsboro Winery
Black Diamond Farm & Cider
Black Willow Winery
Boundary Breaks

Bright Leaf LLC
Brooklyn Oenology LLC
Brooklyn Winery
Brotherhood, America's Oldest Winery
Buttonwood Grove Winery
Casa Larga Vineyards
Caywood Vineyards
Channing Daughters Winery
Chateau Buffalo
Chateau Frank
CJS Vineyards
CK Cellars, LLC (Torrey Ridge Winery & Earle Estates Meadery)
Clearview Vineyard
Clinton Vineyards, Inc.
Clover Pond Vineyard
Colloca Estate Winery
Coyote Moon Vineyards
Damiani Wine Cellars
Deer Run Winery
Domaine LeSeurre
Dr. Frank Wine Cellars
Eagle Crest Vineyards, Inc.
Element Winery
Fjord Vineyards
Fly Creek Cider Mill & Orchard
Forge Cellars
Four Maples Vineyard & Winery
Fox Run Vineyards
Frontenac Point Vineyard
Fulkerson Winery
Glenora Wine Cellars
Goose Watch Winery
Gotham Winery
Hazlitt 1852 Vineyards, Inc.
Helderberg Meadworks
Hermann J. Wiemer Vineyard
Heron Hill Winery
Hickory Hollow/N. Kendall Wines
Hosmer Winery
Hudson-Chatham Winery
Hunt Country Vineyards
Idol Ridge Winery
Insieme Wines
Inspire Moore Winery & Vineyard
JD Wine Cellars
Johnson Estate Winery
Kemmeter Wines
Keuka Lake Vineyards
Keuka Spring Vineyards
King Ferry Winery
Lakewood Vineyards
Lamoreaux Landing Wine Cellars
Leidenfrost Vineyards
Leonard Oakes Estate Winery
Liberty Vineyards & Winery
Lieb Cellars
Living Roots Wine & Company, LLC
Lucas Vineyards
Macari Vineyards
Marino Farm & Vineyard
Mazza Chautauqua Cellars/Five & 20 Spirits & Brewing
Meadowdale Farm Winery at Black Creeek Farm
Milea Estate Vineyard
Miles Wine Cellars
Millbrook Vineyards & Winery
Montezuma Winery & Hidden Marsh Distillery
Nine-Four Wines
Noble Winery
Northern Cross Vineyard
Northern Flow Vineyards
Nostrano Vineyards
Osmote Wine LLC
Owera Vineyards
Palmer Vineyards
Paumanok Vineyards, Ltd.
Penguin Bay Winery
Quincy Cellars
Red Hook Winery
Red Newt Cellars, Inc.
RGNY

Roanoke Vineyards
Robibero Family Vineyards
Rolling Hills Estate Winery
Royal Kedem Winery
Sannino Bella Vita Vineyard
Savor Vineyards and Wines
Schulze Vineyards and Winery
Schwenk Wine Cellars
Shalestone Vineyards, LLC
Shaw Vineyard
Sheldrake Point Winery
Shinn Estate Vineyards
Silver Thread Vineyard
Sparkling Pointe
Standing Stone Vineyards
Stever Hill Vineyards
Stoutridge Vineyard
Suhru Wines (Simcha Cellars)
Swedish Hill Winery
The Lenz Winery
The Saratoga Winery
The Winery at Marjim Manor
Thirsty Owl Wine Company
Thorpe Vineyard
Three Brothers Wineries & Estates
Valkyrie Crafted Libations
Ventosa Vineyards
Victorianbourg Wine Estate
Victory View Vineyard
Vineyard View Winery
Vizcarra Family Vineyards at Becker Farms
Wagner Vineyards
Warwick Valley Winery
Weis Vineyards
White Birch Vineyards
Whitecliff Vineyard and Winery
Wild Arc Farm
Willow Creek Winery
Wolffer Estate Vineyard
Young Sommer Winery LLC
Zugibe Vineyards

BUSINESS ASSOCIATES

ADA Site Compliance
Adirondack Diversity Solutions
Advance Media
AFTEK Inc.
Alexandria Bay Chamber of Commerce
American National & Farm Family Insurance
Astrapouch
BASF Business Representative
Bond, Schoeneck & King PLLC
Cabot Creamery Cooperative
Century Enrollment & Benefit Services LLC
Christopher Blank
Cornell AgriTech
Crafting A Brand
DNT Express Inc.
EC Cooper Inc.
EscapeMaker.com
Experience! The Finger Lakes
Farm Family Insurance
Finger Lakes Visitors Connection
Finger Lakes Winery Tours
First in Print
Flint Mine Group
Foley Enterprises, Inc.
Gilroy Kernan & Gllroy
Glycol Blender
GoGo Charters New York
Grapevine Farms Wine Cellar
Growers Co-op
Haffenden Insurance Agency
Harris Beach PLLC
Harris Studios Inc
Headleys Liquor Barn
Knapp & Schlappi Lumber Co. Inc.

Lake Drum Brewing
Lakeview Vineyard Equipment Inc.
Longs' Cards and Books
Lyons National Bank
Macaran / Van Alstine
Melio Payments Inc.
Mengel, Metzger, Barr & Company
Mercer's Dairy
Miranda Tax & Consulting, LLC
National Charter Bus New York
New York Charter Bus Company
New York State Pollution Prevention Institute
New York State Restaurant Assoc.
New York Wines S.A.R.L.
Nixon Peabody LLP
Opici Family Distributing
Shofur
Solar Liberty Energy Systems, Inc.
Steinway Wines & Liquors, Inc.
Steuben County Conf. & Visitors Bureau
Stork Insurance Agency
Talus Pay
The Marshal
The Keuka Restaurant
The Tailor & The Cook
The Wine & Liquor Outlet
Timac AGRO USA, Inc.
Tracy Jong Law Firm
Traphagen Law PLLC
Upper Hudson Wine Trail and AVA
Waterloo Container Co.
Winery Pak Insurance Programs

CONSUMER MEMBERS

Kenneth Adams
Linda Balducci
Jay Birnbaum
Carl Cadregari
Helen Calvelli
James Castellani
Emily Cean
James Cobb
Roger Collinge
Dennis Coon
Susan D'Angelo
Megan DeFranco
Thomas Deimel
Jim Deliman
Mark Fairchild
Wayne France
Greg Gardner
Jeanne Gardner
Doris Green
Jennifer Hart
Bruce Harvey
Lorraine Hems
Pat Hooker
Maura Kernan
Edward Kernan
Joan Kernan
Steven Lipin
Marsha Moulton
Julie Murawski
Paula Platt
Robert Ramsey
Bruce Reisch
Tambi Schweizer
Julia Shanahan
Susan Shayne
Jacqueline Stephen
Bruce Stevens
Julie Suarez
Joy Thoma
Charmaine Ushkow
Bruce Wilson

Boldly, NY.

www.newyorkwines.org

New York Wine & Grape Foundation
One Keuka Business Park, Suite #208
Penn Yan, New York 14527
(315) 924-3700 | info@newyorkwines.org