



NYWGF Export Program Advisory Committee Meeting

April 22, 2021

Agenda

- Export Program Overview
- 2020-21 Key Accomplishments
 - Canada
 - Asia Pacific
 - Western Europe
 - Global Messaging Strategy
- 2021-22 Program Year Ideas
- Discussion Questions





Export Program Overview

- Funded primarily by USDA grant programs: Market Access Program (**MAP**) and Agricultural Trade Promotion Program (**ATP**)
- Target Markets: Western Europe, Canada, and Asia-Pacific
- Average annual MAP budget is \$475,000
- ATP funding is for a 3-year collaborative US-wine region promotion with the Liquor Control Board of Ontario - \$350,000
- Program year runs from July-June

2020-2021 Export Program Members



- Boundary Breaks
- Brooklyn Winery
- Brotherhood
- Channing Daughters
- Dr. Konstantin Frank
- Element Winery
- Fjord Vineyards
- Forge Cellars
- Four Maples Vineyard & Winery
- Fox Run Vineyards
- Heart & Hands Wine Company
- Hermann J. Wiemer Vineyard
- Heron Hill Winery
- Hosmer Winery
- Lamoreaux Landing
- Lieb cellars
- Living Roots Wine & Co.
- Macari Vineyards
- Mazza Wines
- N. Kendall Wines LLC
- Osmote Wine LLC
- Paumanok/Palmer
- Ravines Wine Cellars
- Red Newt Cellars
- RGNV
- Sheldrake Point Winery
- Sparkling Pointe Vineyards
- The Red Hook Winery
- Thirsty Owl
- Trestle 31
- Wagner Vineyards Estate Winery
- Weis Vineyards
- Wölffer Estate

New in 2020-21

- Selection of new Western Europe agency and expansion
 - Scandinavia, Germany, France, Belgium, Ireland
- Expanded efforts in Asia-Pacific to include Japan market
- Increased digital activities
 - Virtual tastings
 - Social media campaigns
 - Video trainings
- More education and engagement opportunities for wineries
 - Target Market Presentations
 - 1:1 consultations
 - Webinar & podcast participation
- Development of Global Messaging Strategy



COVID-19 Impact

- Cancellation of major tradeshow
 - Vinexpo Hong Kong 2020
 - Prowein 2021
- No international travel
 - Cancellation of Japan/China trade mission
 - Cancellation of Europe media NY trip

Key Accomplishments - Canada

- NY 1st wine release with the LCBO in April 2020
 - **253 cases sold** despite COVID challenges
 - Supported with digital marketing campaigns
- NY 2nd wine release with the LCBO confirmed
 - 4 Export Program members for the Online release – April 26
 - 3 Export Program members for the Vintage release – May 16
 - Total of 283 cases
- 5-episode Podcast series with Wine Thieves (ongoing)
- 6 Virtual Tastings to promote 1st & 2nd release wines (ongoing)



Key Accomplishments – Asia Pacific

CHINA

- Connected Chinese importers with 5 Export Program wineries
- Organized trade/consumer/wine student events in Beijing, Shanghai, Nanning
 - 105 unique attendees
- Attended 2 tradeshow
 - USDA wine show in Chengdu
 - Beijing USDA Food & Drink Fair
- Still to come
 - 3 city NY wines roadshow with Grapea (15-18 media & trade per city)
 - Importer event on April 15th in Shanghai



Key Accomplishments – Asia Pacific

Hong Kong

- Engagement with Wine Critic, James Suckling
- Still to come
 - May 12th New York wines webinar hosted by Vino Joy Media

Japan

- Relationship built with ATO Tokyo office
- Met with six Japanese importers to introduce New York wineries seeking representation
- 2 seminars held promoting represented New York wines to 29 VIP trade and media guests



Key Accomplishments – Europe

- New York State of Wine Webinar Series
 - 8 unique webinars featuring 21 Export Program wineries
 - 430 unique views (approx. 54 attendees per session)
- 51 VIP guests (importers, major media)
 - 9 articles published by VIP media
 - 2 Instagram Lives with Brad Horne
 - Importer connections: Vineyard Cellars, Cellar Ventures, etc



Key Accomplishments – Europe

- 122 trade and media connections – NY ambassadors
 - Ex: Jamie Goode, Oz Clarke, Marius Odland, Fred Nijhus, Brad Horne, David Kermode, Jancis Robinson, Per Karlsson etc
- NY wines introduction to Vinmonopolet in Norway
- Still to come
 - Tim Atkins tasting
 - Scotland consumer sessions
 - New York wines masterclass in Denmark
 - Virtual Vineyard tour for potential importers

New York state: 10 names to know

CHANNING DAUGHTERS

The winery was founded in 1982 by Walter Channing in Bridgehampton on the South Fork of Long Island. Grapes planted include Friulano, Muscat Ottonel, Malvasia, Ribolla Gialla, Blaufränkisch, Dornfelder, Syrah, Teroldego, Refosco and Lagrein. The winery produces a dizzying array of styles. Nearly 12ha of vines are spread over five sites in Long Island's characteristic silty loam soil on sand and gravel.

DR KONSTANTIN FRANK

Konstantin Frank (1899-1985) studied viticulture in Ukraine and managed Soviet wineries in the Republic of Georgia before emigrating to the US in 1951. His Riesling trials secured him the title of the 'father of vinifera' in New York state, and his son Willy pioneered traditional-method sparkling wine production here. Grandson Frank and great-granddaughter Meaghan continue the tradition of innovation and quality.

ELEMENT WINERY

Master Sommelier Christopher Bates grew up in the Finger Lakes. Today he wears many hats: restaurateur, sommelier, winemaker and chef. After making wine in the Mosel and the Veneto, he returned to found a winery with his father. He started with Riesling, but by 2010 he'd focused on red wine and now makes some of the most convincing renditions of Cabernet Franc and Syrah around.

FORGE CELLARS

This is a collaboration between Louis Barruol of Château de Saint Cosme in Gigondas and wine-trade veteran Rick Rainey. They concentrate on dry Riesling and Pinot Noir from the east side of Seneca Lake. Founded in 2001, the winery purchased Bellows Vineyard in 2016, located on the steep and well-exposed slopes where grapes ripen superbly well in the afternoon sun.

HERMANN J WIEMER

Bernkastel native Hermann Wiemer realised his dream of making Riesling in the Finger Lakes in 1976 when he began to plant his 32ha site at Seneca Lake. There

are now 55ha planted to 17 different grapes, although Riesling is 70% of the production. The vineyards are sustainably farmed and in biodynamic trials. All the estate fruit is hand-picked and sorted before fermentation on wild yeast.

NATHAN K

Youthful talent Nathan Kendall makes the wines for his own label Nathan K, for Hickory Hollow, and with Pascaline Lepeltier MS for her project Chêpika, where they make still wine and pét-nat from the organically grown hybrid grapes Catawba and Delaware, sourced from Keuka Lake. All of the wines are made with few, if any additions, and as much purity as possible.

PAUMANOK VINEYARDS

Lebanese-born Charles Massoud and his German wife Ursula founded this estate in 1983. Today it includes 40ha under vine with 32ha in current production and new plantings (including Melon de Bourgogne) coming online soon. With their purchase of neighbouring property Palmer Vineyards, the Massoud family is one of the important names in Long Island wine.

RAVINES

Danish-born Morten Hallgren grew up on a winery in Provence and completed wine school in Montpellier. Today he is making some of the most exquisite terroir-driven Riesling anywhere. He began as head winemaker at Dr Konstantin Frank (see above), but purchased his own vineyards in 2001. Today, Ravines owns more than 50ha spread over several sites and



Nathan Kendall



Nova Cadamatre MW,
Trestle 31

purchases fruit from the renowned Argetsinger vineyard to produce some of its most-lauded bottlings.

TERRASSEN CELLARS

This is the brainchild of noted sommelier Thomas Pastuszak from Manhattan's NoMad restaurant. The winery is named for Austrian wines blended from sites too small to make a single-vineyard wine but which demonstrate the potential across a region. Pastuszak has a focused range, sourcing Blaufränkisch for rosé along with Gamay and Cabernet Franc. The wines are made in a savoury, fresh style, yet have enough juicy fruit to satisfy the hedonist.

TRESTLE 31

Nova Cadamatre MW was among the first viticulture graduates of New York's Cornell University. She went on to become the head of winemaking for global giant Constellation Brands at its Canandaigua winery. Today, her day job is head winemaker for Robert Mondavi, but Trestle 31 is her personal project with husband Brian. They buy fruit for their production of Riesling and Chardonnay, but in 2015 they purchased land for a vineyard on Seneca Lake. A producer to watch.

2021-22 Priorities/Proposed Activities

- Continued focus on virtual/hybrid events
 - Cost-effective way to engage with trade and media, have more wineries participate
- Return to in-person events when possible
 - Invite buyers and key media from target markets to FLXcursion in July 2021
 - Shift away from large tradeshow (ex. Prowein)
 - Travel opportunities for VIP events/tastings in Europe, Japan, and Canada
- Deployment of Global Messaging Strategy



2021-22 Priorities/Proposed Activities

- Onboarding of a new Japan agency
- Exploration of new markets
 - South Korea
 - Global wine imports reached record \$330 million in 2020, +27%
 - U.S. wine imports totaled \$56 million in 2020, +65%
 - U.S. wine is 3rd largest supplier (after France and Chile)
 - Young Korean consumers prefer quality, value, and diversity of U.S. wine
 - Vietnam
 - 7th largest U.S. Agricultural export market in 2020
 - 103% increase in export growth since 2011
 - Wine sales grew to 47 million liters in 2019, +4%
 - Young population eager heavily influenced by Western culture





Discussion:

Opportunity to provide feedback, share future activity ideas, your target markets, etc.



Discussion Questions

- What export markets should be a priority for New York?
- What NYWGF marketing activities have been effective/enjoy participating in? What would you like to see more of?
- Would you be open to fewer but larger-scale shipment requests?
- What type of export education would be most helpful for you?
- Have you considered using other funding sources? E.g., Food Export Northeast
- Would you be open to traveling internationally in 2021? 2022?