

The New York Wine & Grape Foundation EXPORT PROGRAM

www.newyorkwines.org/industry/new-york-wines-export-program/



WHAT IS THE EXPORT PROGRAM?

OVERVIEW

If your winery is interested in learning what it takes to break into international markets, the New York Wine & Grape Foundation's Export Program is for you.

Through a grant from the USDA's Foreign Agriculture Service (FAS) and the Market Access Program (MAP), the New York Wine & Grape Foundation assists New York wineries seeking to explore opportunities in markets abroad – we call this the “Export Program.”

[SIGN UP TODAY.](#)



WHAT IS THE EXPORT PROGRAM?

FUNDING & TARGET MARKETS

- 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
- Additional funding from ATP 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





EXAMPLES OF MARKETING ACTIVITIES FROM 2020 PROGRAM YEAR:

- New York's first wine release with the LCBO in over 20 years.
- 5-episode Podcast series with *Wine Thieves*
- Staff Training Video for LCBO
- Virtual Tastings Series for both Canadian and European Trade and Media
- Trade and Consumer events in Beijing, Shanghai, Nanning
- JamesSuckling.com wine review for Export Participants
- New York wine seminars (in-person) for Japanese importers
- Virtual Vineyard Visits for WEU Importers

MARKETING ACTIVITIES

WHAT DOES A TYPICAL YEAR LOOK LIKE?

Last year, 33 wineries participated in virtual tastings, vineyard visits, interviews, and more. If you are seeking ways to diversify your markets, this program can help you do just that with relatively minimal investment. Target markets, general approach to marketing activities, and program changes are guided by the Export Program Advisory Committee.

- Heron Hill Winery - Eric Frarey
- Hosmer Winery – Julia Hoyle
- Living Roots Wine & Co. - Colleen Hardy
- Ravines - Morten Hallgren
- Red Newt Cellars - Kelby James Russell
- RG|NY - Paulo Hernandez de Toledo
- Wollfer Estate Vineyards - Mindy Crawford

Committee Members:

- Dr. Konstantin Frank - Meaghan Frank
- Element Winery – Christopher Bates
- Fox Run Vineyards - Scott Osborn
- Four Maples - Norliah Asma Kalmar

We encourage wineries from different regions who would like to sit on the Advisory Committee to indicate that when signing up for the Export Program.



In addition to those items listed previously, program participants can expect the following throughout the year:

- Follow up communication and contact from each events will be provided
- Social media and email marketing blurbs for repurposing on participant's own channels
- Press and media opportunities
- The New York Wine & Grape Foundation uses [Euromonitor](#) to review comprehensive wine style preferences, purchasing, and pricing trends in each target market and we will be providing relevant reports to our participating wineries.
- Opportunities to travel on behalf of New York wines*

**For those interested in international travel, you must be willing to speak in public seminar style on behalf of the entirety of New York wines and learn about each of it's major AVAs. Once volunteers for travel have been established the NYWGF will create a fairness grid to consider those that have traveled with the program in the past, regional representation, traveler capabilities, and our needs for each travel team.*

WHAT'S NEW THIS YEAR?

2021 PROGRAM YEAR

The quality reputation of New York wines has become more well-known across target export markets. We will continue our focus on smaller, curated events with importers and media being key audiences at this time.

- Continued focus on virtual/hybrid events as this is a 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 New York wine regions.
- Shift away from large tradeshows (ex. Prowein)
- Travel opportunities for VIP events/tastings in Europe, Japan, and Canada
- Onboarding of a new Japan agency and explore South Korea and Vietnam as future markets
- Deployment of Global Messaging Strategy

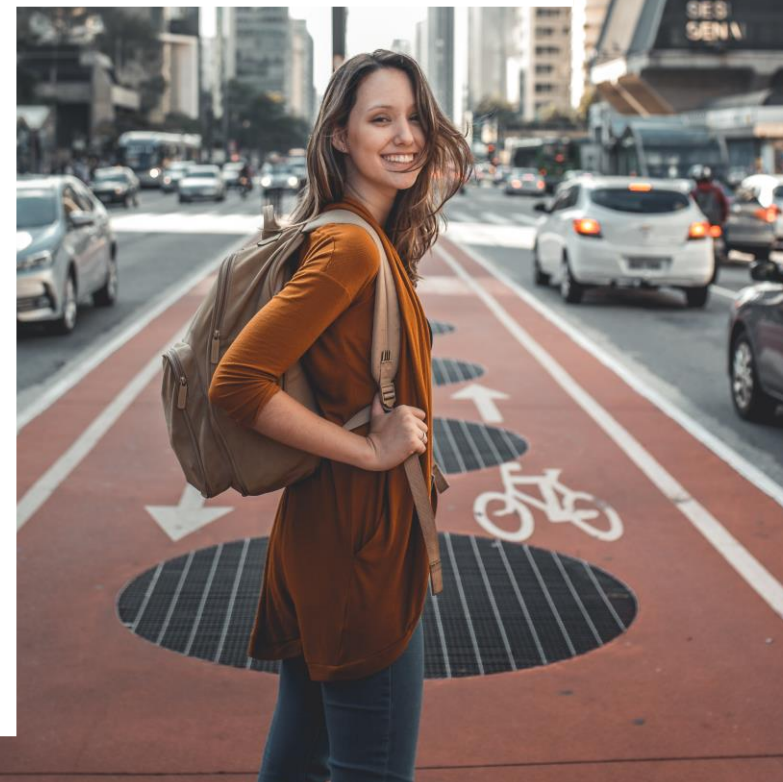


WHO IS ELIGIBLE?

PROGRAM OVERVIEW

All **New York State wineries** are invited to participate. Export participants do not have to be current members of the New York Wine & Grape Foundation. Even as we are wrapping up activities for last program year (July 1st, 2020 – June 30th, 2021) our team is already working in partnership with our consultants on developing a schedule of marketing activities for the upcoming Export Program year beginning on **July 1st, 2021**.

SIGN UP TODAY.



WHAT'S YOUR TYPE?

The New York Wine & Grape Foundation's Export Program provides resources to four (4) different types of wineries. A winery may be in multiple categories depending on which target market(s) they are investigating.

+ *EXPLORERS*

These wineries are at the very beginning stages of exploring the export process and are not represented outside of the U.S. Resources for these wineries include one-on-one guidance and market reports to help answer questions about trends, wine consumer preferences, production quality, quantity, and "fit" for desired target markets. Working with our consultants in each market, the NYWGF also provides assistance for those just starting out with questions about price point expectations, labelling, and other compliance issues.

+ *EXPERIENCED*

These wineries may have participated in the Export Program in the past and need guidance on how to make best use of general marketing activities like tradeshow and large tastings. Opportunities for these participants can include sending owners, winemakers, or other staff to represent New York wines on international trips. Resources will include data from target markets on wine consumer trends, pricing, quality and quantity expectations, and independent feedback on wine submissions for tradeshow and trade tastings.

+ *RECOGNIZED*

These wineries have owners or winemakers that may already be recognized in international markets and, by participating, can help the Export Program make an immediate impact on the brand recognition of New York wines. Along with the other resources provided, the NYWGF and our consultant partners will provide one-on-one opportunities in markets to meet influencers, trade, agents and buyers to Recognized participants able to travel, lead trade-level tastings, and provide education on the entirety of New York State wines.

+ *ESTABLISHED*

These wineries have already found success in various export markets. They may already have representation with an importer/distributor, they are familiar with market trends and compliance requirements and need outlets to sell their wine. In addition to the other educational, marketing activity, and data resources provided, the NYWGF Export Program will focus on activities needed to provide their agents with an outlet for sales, retail and restaurant tastings, consumer touch points like festivals and more will be provided.

WHAT DOES IT COST TO PARTICIPATE?

PROGRAM OVERVIEW

There is a fee to be included in opportunities for each target market. The first market is \$150 and each additional market is \$75. These fees, along with cost of wines submitted for tastings, travel time for events, staff time to coordinate shipping or wine drop off, participation in surveys to share success stories and sales data, as well as year-end reporting should all be factored into the “cost” equation.

The participation fees will be invoiced to you by the NYWGF and are due within 30 days of sign up.



WHAT IS THE DEADLINE TO SIGN UP?

PARTICIPATION TIMELINE

While we ask that participants **confirm before July 1st**, wineries can come into the program or add target markets at any time throughout the program year.

Due to travel concerns due to COVID-19, NYWGF will begin the 2021 MAP year with **virtual events** for each target market. Our regional representatives are working to design a strategy that will take advantage of new online opportunities. **We do anticipate there will be travel opportunities, though limited, starting in Fall 2021.**



WHAT IS EXPECTED OF PARTICIPANTS?

PROGRAM EXPECTATIONS


- All Participants must complete an online survey to provide information on business model, level of export readiness, production quantity and quality, sales before and after program year in each target market of their choice.
- All Participants are required to submit quarterly feedback on export activity throughout the year, including sales data as compared to previous year, and number of hours contributed to the program either via events, travel, or even transporting samples, etc.
- For those wishing to send wine to a tradeshow or for a curated trade tasting, willingness to submit wine for review by an independent panel of reviewers.
- For those wishing to travel we ask for timely provision of seminar materials, bios/headshots if necessary, proper travel documents in place, the ability to lift 50 lbs. and stand for 8-10 hours for up to four (4) days in a row.



SIGN UP TODAY!



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