

The New York Wine & Grape Foundation EXPORT PROGRAM

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WHAT IS THE EXPORT PROGRAM?

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.”

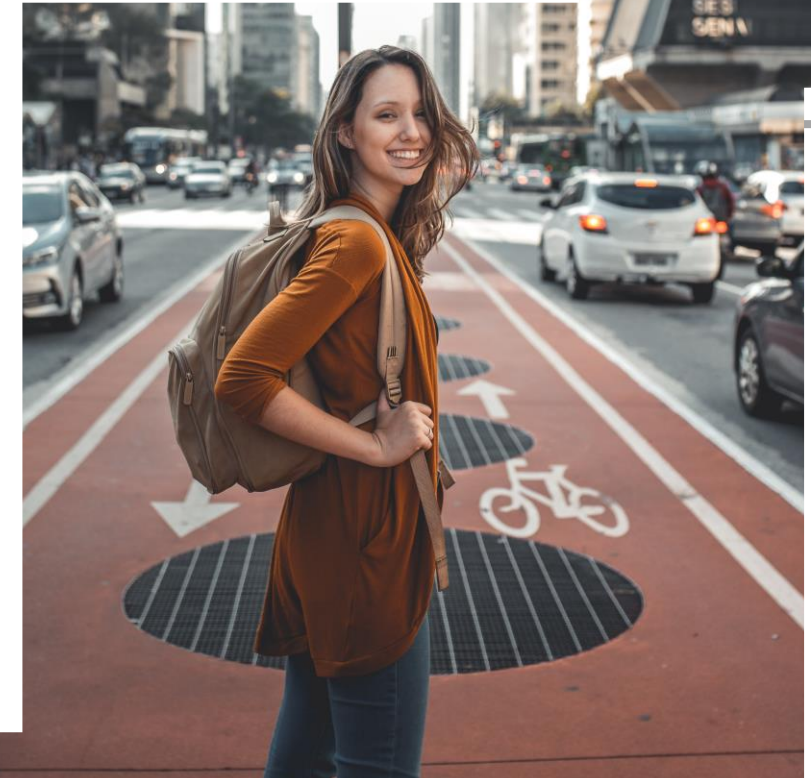


WHO IS ELIGIBLE?

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, 2021 – June 30th, 2022) 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, 2022.



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 regular reporting should all be factored into the “cost” equation.

Participation fees can be paid online via credit card [HERE](#).



EXAMPLES OF MARKETING ACTIVITIES FROM 2021 PROGRAM YEAR:

- Beijing U.S. Food & Wine Show (China)
- NY Wines Webinar - Riesling Battle Royal (EU)
- NY Wines "Boldly Evolving" Webinar hosted by Emilie Steckenborn (China)
- West London Wine School - Finger Lakes Tasting (UK)
- NY Wine Tasting hosted by Jean Smullen (Ireland)
- NY wines dinner with the Shanghai Wine Society (China)
- Guided tasting seminars for trade/press at Academie du Vin (Japan)
- NY Wines Virtual Tasting hosted by The Buyer (UK)
- LCBO Ecommerce Release (Canada)
- Saigon Sommelier Association NY Wine Masterclass + SSA NY Wine Importer Event at Park Hyatt Saigon (Vietnam)
- Western Europe reverse trade mission (EU)
- Launch of local microsite (Japan)

MARKETING ACTIVITIES

WHAT DOES A TYPICAL YEAR LOOK LIKE?

Last year, **30 wineries participated** in trade shows, reverse trade missions, consumer, trade publication interviews, and trade tastings. 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.

Committee Members:

- Phillip Dunsmore, Brotherhood
- Bob Madill, Consultant
- Meaghan Frank, Dr. Konstantin Frank
- Scott Osborn, Fox Run Vineyards
- Oskar Bynke, Hermann J. Wiemer
- Jenny Menges, Herman J. Wiemer

- Julia Hoyle, Hosmer Winery
- Aimee Lasseigne New, Lieb Cellars
- Colleen Hardy, Living Roots
- Kelby James Russell, Red Newt Cellars
- Paulo Hernandez, RG|NY
- Maria Rivero, RG|NY
- Kevin Faehndrich, Mazza
- Alex Jankowski, Wagner Vineyards
- MaxRohn, Wolffer
- Mindy Crawford, Wolffer

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.



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 ongoing travel concerns around COVID-19 in our target markets, NYWGF will monitor developments, but plan to begin our year with multiple trade missions and inbound visits. We do anticipate there will also be travel opportunities for winemakers in late summer 2022.

Regional representatives are still working to take advantage of online opportunities as well.



STILL NOT SURE?

INFORMATION SESSIONS

We will be scheduling an Export Program Overview and Activity Update for new or returning participants in June. In the meantime, there are pre-recorded sessions accessible online.

- [General Export Program](#) Update
- [Canada](#) Webinar
 - Exporting to the Canadian Market [Guidelines](#)
- [United Kingdom](#) Webinar
 - Exporting to the United Kingdom [Guidelines](#)
- [Hong Kong & Mainland China](#) Webinar
 - Exporting to People's Republic of China [Guidelines](#)
- [Japan](#) Webinar

WHAT'S NEW THIS YEAR?

2022 PROGRAM YEAR

This year we will continue our strategy of executing highly curated events in select markets. The quality reputation of New York wines has become more well-known across target export markets. The Export Program Advisory Group, our USDA Administrator, and participating wineries have all indicated that this approach makes the most sense for our relatively small amount of funding and our goals.

- Welcoming buyers and key media from target markets to New York wine regions.
- Organizing trade missions for New York winemakers to Scandinavian countries, Japan, and potentially South Korea and Vietnam.
- Onboarding a new Canadian in-market representative and exploring the Québec province as a priority market.
- Continuing to engage in smaller, curated events with importers and media as key audiences.
- Hosting Virtual/hybrid events as this is a cost-effective way to engage with trade and media, have more wineries participate.
- Deploying our Global Messaging Strategy.





Program participants can expect the following throughout the year:

- Opportunities to participate in virtual events, trade and consumer tastings, international trade missions, visits from international trade, media and more.
- Follow up communication and contact from each tradeshow will be provided, as well as monthly news updates.
- 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 its major AVAs. All travel team members must read and sign a standard code of conduct when traveling on behalf of NYWGF.*

WHAT IS EXPECTED OF PARTICIPANTS?

PROGRAM EXPECTATIONS

- Export program participants are expected to contribute product and time for events, and are required to provide “stats and stories” before and after each program year.
- Participants will need to complete online surveys 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.
- 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.




THANK YOU

[HTTP://WWW.NEWYORKWINES.ORG/EXPORT-PROGRAM](http://www.newyorkwines.org/export-program)



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