



Request for Proposals

South Korea Representative

July 30, 2024

I. Background Information

The New York Wine & Grape Foundation (NYWGF) was created by the State of New York in 1985 as a private, non-profit organization. The enabling legislation established a financing mechanism for promotion and research, providing the industry with both short-term assistance and the potential for long-term viability. NYWGF's programs are developed by a 21-member Board of Directors in consultation with other representatives from industry and state government. The activities carried out by NYWGF are designed to support all uses of New York-grown grapes from all regions of the state. The mission of the NYWGF is to "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." The vision of the NYWGF is "to be the world's premier region for cool and cold climate viticulture."

II. Scope of Services

The NYWGF is requesting proposals for a contractor to manage its marketing and educational programs targeting trade, media, and consumers in South Korea. NYWGF seeks a qualified contractor to develop a comprehensive **3-year market plan** to establish and promote New York wines in the South Korea market. This plan shall be based on the following timeframe:

Program Year 1: November 1, 2024, to June 30, 2025

Program Year 2: July 1, 2025, to June 30, 2026

Program Year 3: July 1, 2026, to June 30, 2027

This plan shall outline strategic objectives, proposed activities, timelines, and budgetary considerations aimed at enhancing market penetration and brand awareness of New York wines. The contractor is expected to 1) develop awareness of the New York wines brand amongst trade, media, and consumers; 2) identify opportunities and connections for unrepresented New York wineries interested in exporting to South Korea; and 3) promote any newly established in-market New York wines in partnership with key importers to help drive sales.

The selected contractor will partner with the NYWGF on an 8-month agreement from **November 1, 2024, to June 30, 2025**. Extension of the contract beyond Year 1 shall be contingent upon the successful completion of Year 1 activities and mutual agreement between the Contractor and NYWGF. The contractor selected to manage the NYWGF's South Korea program would be expected to fulfill the following responsibilities:

- **Trade Servicing:** The NYWGF is looking for a contractor that will provide strategic direction for the New York wine industry in South Korea. The contractor will identify appropriate trade partners for the industry within the region with the goal of fostering better relationships between NY wineries, in-market Foreign Agricultural Service (FAS) offices, agents, bottle shops, and other importers. The contractor will



work to further develop the global network of key agents, buyers, sommeliers, chefs, educators, and influencers across the region. These efforts include but are not limited to:

- Information distribution to members of the trade, media, and consumers – both on a proactive and responsive basis
 - Forwarding of inquiries from importers/agents to NYWGF staff or to wineries, as appropriate
 - Communication with participating wineries and agents – both for special events and shows as well as winery specific opportunities
 - Assisting new wineries to the program with market specific education and fostering contact with appropriate agents
 - Assisting NYWGF with completing shipments of NY wines to markets in South Korea as needed for RAPP-funded program activities
 - Manage and implement all promotional and educational activities agreed to in the marketing plan, securing NYWGF approval for any adjustments that prove necessary or beneficial
 - Coordinate as needed with other South Korea trade, media, sommeliers, etc. to offer support, build relationships, and implement activities.
 - Secure all subcontractors as necessary.
 - Follow up with trade/media who participate in NYWGF events/activities to obtain feedback on NY wines and FAS required performance measure results
 - Provide NYWGF with brief monthly reports on trade contacts, activities and results, and other work performed on NYWGF's behalf. An end-of-year report should also be provided to detail activity success and results
 - Manage budget as allocated by NYWGF, including providing corresponding receipts and backup documentation as required by NYWGF.
 - Coordinate NYWGF's participation in ATO organized events (as appropriate)
- **Engaging Trade and Media Influencers on Visits to New York Wine Regions:** Reverse trade missions that bring qualified buyers, sommeliers, agents and media representatives to New York's wine regions are an important part of NYWGF's annual programming.
 - Select and invite key influential trade and media to visit New York's wine regions.
 - Coordinate travel arrangements for invited trade and liaise with NYWGF as needed to develop agenda/schedule.
 - **New York State of Wine Seminars/Virtual Tastings:** Organize and execute New York wine seminars/tastings that increase awareness for New York wine regions and varietals amongst trade, media, and wine enthusiast consumers in South Korea. Seminar content will be derived from the NYWGF's primary education tool – the New York Wine Course and Reference guide.
 - **Other:** Coordinate and implement other virtual tastings and/or seminars, and partnerships to promote New York wines

In executing these initiatives, the contractor shall maintain close communication with the NYWGF and its



designated international team, and report monthly on the progress and impact of activities. In addition, the contractor shall manage all financial aspects of the program in accordance with United States Department of Agriculture (USDA) export assistance grant program guidelines. The NYWGF will receive grant funding from the Regional Agricultural Promotion Program (RAPP) and Market Access Program (MAP) for export market development. There are regulations within these grants on eligible and ineligible use of funds, and other limitations. NYWGF would work with the selected contractor to ensure an understanding of program regulations.

III. Project Budget

The New York Wine & Grape Foundation's budget for the South Korea program, inclusive of activities and contractor fees, is **\$210,000** to be spent between November 1, 2024, to June 30, 2027. Contractors should provide NYWGF with a budget breakdown and recommended South Korea marketing strategy, including the appropriate activities denoted within the Scope of Services, based on the below timeline:

Program Year 1: November 1, 2024, to June 30, 2025

Program Year 2: July 1, 2025, to June 30, 2026

Program Year 3: July 1, 2026, to June 30, 2027

Please note that your proposed contractor fees should fully account for all work required to execute all proposed activities. While the activities listed under Scope of Services are expected, the contractor should feel free to propose activities related to the overall strategy recommended for New York wine.

IV. Evaluation of Proposal

There is no required format for the proposal, however proposals should be limited to 10 pages and should include at a minimum:

- Company information, including prior experience in the wine/alcoholic beverage sector or with food/hospitality or other comparable projects, and experience with USDA FAS grant programs.
- Proposed scope of work for each program year, including event format/timing and contractor roles/responsibilities.
- Staffing for the NYWGF account, including information on capabilities and background for each person, and any expected subcontractors.
- Estimated budget for activities for each program year, including a breakdown of all associated fees and expenses.
- Please identify what you view as the greatest challenges with establishing and promoting New York wines in the South Korea market and outline how you would address those challenges through generic promotional activities, including specific strategies and tactics.



The NYWGF will independently review and evaluate each proposal and selection will be made on the basis of the following criteria:

- Ability to meet or exceed requirements as set out in the scope of services.
- Adequacy and availability of professional level staffing.
- Credentials and related experience.
- Level of service and activity given the budget parameters provided.

V. Authority

The selected agency will work under the direct supervision and with the prior approval of NYWGF for all program activities. All expenditures must fall within the program budget and must be pre-approved by NYWGF.

VI. Discrimination Clause

The NYWGF is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The NYWGF complies with all provisions of the U.S. government's Executive Order 11246 dated September 24, 1965, and the rules, regulations and relevant orders of the Secretary of Labor.

VII. Instructions for Submitting Proposals

Proposals should be submitted electronically to:

Valerie Venezia-Ross
Director of Programs and Marketing
Email: rfp@nywgf.org
Phone: 518-229-3765

Questions regarding this RFP should be directed to: rfp@nywgf.org

All proposals are due by 5:00PM EST on Friday, August 30, 2024.

Interested candidates should plan to be available for a virtual interview with NYWGF, likely during the week of September 23rd. NYWGF anticipates making a final decision on a contractor by October 2024 but reserves the right to reach a decision and/or notify applicants of the NYWGF's selection at a later date. NYWGF reserves the right not to award a contract if in the opinion of the evaluators, no suitable proposal is received. NYWGF is not liable for any costs associated with any company's response to this RFP.