The New York Wine & Grape Foundation
One Keuka Business Park, Suite 208
Penn Yan, New York 14527
(315) 924-3700
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Request for Proposals
Mexico Market Research Contractor
October 30, 2026

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."

This research project is made possible by funding from the United States Department of Agriculture (USDA) Market Access Program (MAP), which is designed to assist in opening and developing new export markets. Mexico has been identified as a market of interest by the constituent wineries of NYWGF, and NYWGF is issuing this RFP to gather information on the current challenges and opportunities for New York wines in Mexico.

II. Scope of Services

The NYWGF is requesting proposals for a contractor to conduct market research to establish a baseline for New York wines in Mexico. The objective of this project is to create a blueprint for market entry that accurately describes the market, identifies the risks, and outlines the potential reward for New York wine exports to Mexico. Research should cover the country's major population centers and wine-consuming markets, including Mexico City, Guadalajara, and Monterrey, as well as key tourism destinations such as Cancún/Riviera Maya, Los Cabos, and Puerto Vallarta. The research should be modeled after successful emerging market projects completed for other regions and should address the needs of New York wineries seeking to expand exports into this market.

Specifically, NYWGF is seeking a project that answers the following questions:

<u>Market Overview</u>

1. What is the existing market for imported wines across all price segments? How about the premium-priced segment? What is the projected future market?
2. What consumption trends are evident for wine, and how do they vary by region and consumer demographic?
3. What is the most commonly consumed style of wine across all segments?
4. Which wine styles are performing well, and which have good future growth potential? Specifically, what is the consumer awareness level of "cool climate" wines? What is the consumer awareness level of, or appetite for, "sustainably grown" wines at premium price points?

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5. What premium and imported wine brands are already available? What share of the market is held by U.S. wines compared to key competitors (e.g., Spain, Chile, Argentina, France, Italy)?
6. What role does Mexico's domestic wine industry play in the market, and how is it perceived by trade and consumers relative to imported wines?
7. Which cities or regions within Mexico are most promising for New York wine exports?
8. Where is wine most frequently purchased and consumed (e.g., on-premise, retail, e-commerce, hotels and resorts)?
9. What is the breakdown between bottle, bag, and can formats for wine? What packaging is preferred by importers and most frequently purchased by consumers?

Import, Regulatory, and Distribution Environment

10. What is the import and distribution process for wine? What are the various mark-ups (import duties, IEPS and other taxes, distributor and retailer margins, etc.), and what is a typical shelf-price build-up for a U.S. wine?
11. What regulatory requirements apply to imported wine, including labeling (e.g., Spanish-language back labels), importer registration, and any product certifications?
12. How is wine stored and transported at the importer/distributor, retail, and hotel/restaurant levels? Is temperature-controlled storage available from existing importers and distributors?

Trade Partners and Awareness

13. Who are the key wine importers, distributors, and retailers in the market? Do any of them handle premium imported wines? Which of them handle American wines? Where are the importers based, and do any operate in the United States? Please provide contact information for key importers, distributors, and retailers.
    a. Do these importers already carry or import "cool climate" wines?
    b. Does the importer have experience handling and importing wines from emerging (or lesser-known) U.S. wine regions?
14. What is the level of awareness of New York wines among importers, distributors, sommeliers, and buyers?
15. Which regional festivals, trade shows, or competitions have a focus on wine or include a wine pavilion?

NYWGF expects the successful research partner to conduct a practical study of the major population centers and to meet with and interview importers, distributors, wholesalers, wine educators, retail outlets, supermarkets, hotel and resort food and beverage directors, restaurants, and wine bars. The partner will also be expected to discuss wine in general terms with consumers and to work with the USDA Foreign Agricultural Service (FAS) Agricultural Trade Office (ATO) in Mexico to collect any relevant reports needed to support the research.

NYWGF anticipates that this information will be obtained through personal interviews with key trade members (i.e., importers, distributors, retailers, hotel buyers, restaurant buyers, etc.). Contractors bidding on this project are expected to state the number of interviews they intend to conduct as part of their research. Contact information for trade members ultimately interviewed must be included in the final

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report, along with source citations for all data collected. Ultimately, NYWGF hopes this study will also help identify logical trading partners for New York wineries looking to export to Mexico.

Research will be conducted during the established contract period (January 4, 2027, to April 30, 2027) to assess an initial baseline of the market as well as the opportunities and challenges noted above. The final report should be delivered in English and is expected to contain the following sections:

- Executive summary and key recommendations
- Outline of the opportunities by city/region
- Overview of trade and consumer perception of New York wines
- Assessment of the import, regulatory, and distribution environment, including price build-up
- Directory of key importers, distributors, and retailers, with contact information
- Assessment of the food and business needs of the market

III. Project Budget

The New York Wine & Grape Foundation's budget for this project, inclusive of all research activities, travel, and contractor fees, shall not exceed **$25,000**. Contractors should provide NYWGF with a detailed budget breakdown of all associated fees and expenses. Please note that your proposed fees should fully account for all work required to complete the research and final report.

There are regulations within USDA FAS grant programs on eligible and ineligible use of funds, and other limitations. NYWGF will work with the selected contractor to ensure an understanding of program regulations.

IV. Estimated Research Schedule

- *January 4, 2027*: Contract awarded and project kickoff with NYWGF
- *January 4 – March 15, 2027*: Research and interviews conducted
- *March 15, 2027*: Interim update due to NYWGF
- *March 15 – April 30, 2027*: Follow-up research (as needed) and final report creation
- *April 30, 2027*: Final report due to NYWGF

Note, this timeline is only an estimate. Contractors may propose alternative timelines as appropriate, though the project must be completed by April 30, 2027.

V. 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 research projects, and experience with USDA FAS grant programs.
- Proposed research methodology, including the number and type of interviews to be conducted and the cities/regions to be covered.

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- Staffing for the project, including information on capabilities, background, and language proficiency (Spanish/English) for each person, and any expected subcontractors.
- Proposed timeline and deliverables.
- Detailed project budget, including a breakdown of all associated fees and expenses.
- Reference or success story that demonstrates prior market research experience in the wine, alcohol, food, or hospitality sectors.

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

- Proposed methodology.
- 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, with particular emphasis on experience within the alcohol beverage sector in Mexico.
- Level of service and research depth given the budget parameters provided.

VI. Authority

The selected contractor will work under direct supervision and with the prior approval of NYWGF for all aspects of the project. All expenditures must fall within the project budget and must be pre-approved by NYWGF. The contractor will be responsible for all costs incurred which exceed the approved budget.

VII. 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.

VIII. Instructions for Submitting Proposals

Proposals should be submitted electronically to:

Kyle Anne Pallischeck

Director of Programs

Email: rfp@nywgf.org

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

All proposals are due by 5:00 PM ET on Friday, November 20, 2026.

Interested candidates should plan to be available for a virtual interview with NYWGF, likely during the week of December 7, 2026. NYWGF anticipates making a final decision on a contractor by December 18, 2026 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

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suitable proposal is received, and reserves the right to request supplemental information or otherwise negotiate with applicants regarding their proposals. NYWGF is not liable for any costs associated with any company's response to this RFP.