



EXPORT PROGRAM

THE NEW YORK WINE
& GRAPE FOUNDATION

EXPORT PROGRAM

www.newyorkwines.org/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.”

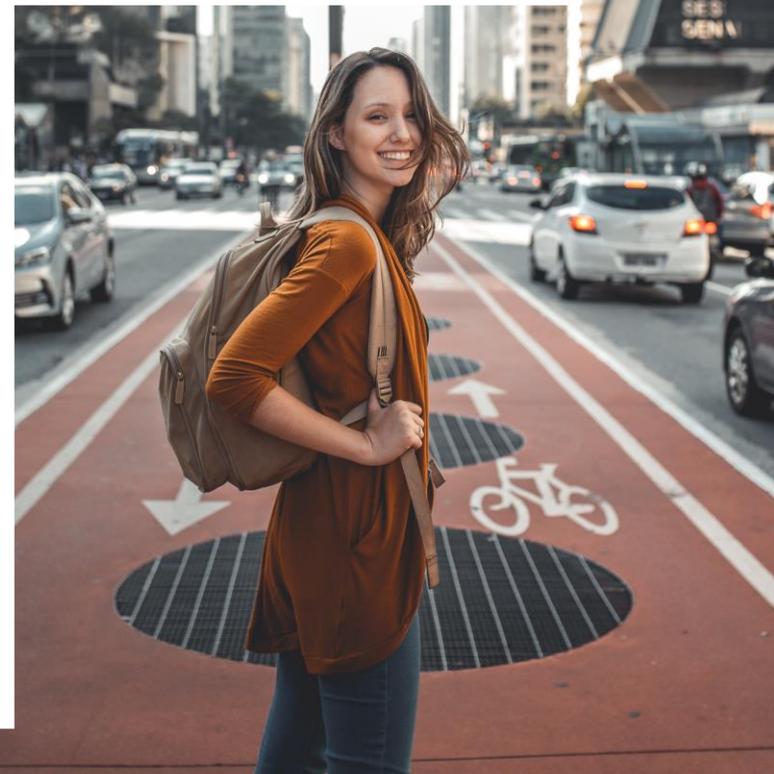


WHO IS ELIGIBLE?

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, 2018 – June 30th, 2019) our team is already working in partnership with our consultants to develop a schedule of marketing activities for the upcoming Export Program year beginning on July 1st.



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 tradeshows 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 tradeshows 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](#).



MARKETING ACTIVITIES FROM 2018-19:

- Media Tours of Niagara, Finger Lakes, Hudson Valley, and Long Island Wineries - UK
- New York Wine Seminars and Master Classes – Hong Kong, China and UK
- New York Winemaker Dinners – France, Hong Kong, China, and UK
- Industry Tastings – Ontario, London, Hamburg, Hong Kong and China
- Industry Visit @ NYDNY Grand Tasting NYC – Canada and UK
- Trade Shows (Fine Riesling Trade Fair, Prowein and Vinexpo Bordeaux) – WEU /France & Germany
- WSET Level 4 and Master Sommelier Seminars on New York Wine – China and Hong Kong



MARKETING ACTIVITIES

WHAT DOES A TYPICAL YEAR LOOK LIKE?

In the 2018 program year, 33 wineries participated in trade shows, reverse trade missions, consumer, 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 our consultants and Export Program Advisory Committee. In 2018, the committee consisted of Scott Osborn (Fox Run Vineyards), Mindy Crawford (Wolffer Estate Vineyards), Jennifer Menges (Hermann J. Wiemer Vineyards), Christopher Bates (Element Winery), Nathan Kendall (Nathan K and Hickory Hollow), Robert Madill (Glenora Wine Cellars/Industry Rep) and John Martini (Anthony Road Wine Co.) 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.

For those confirming participation before July 1st there is an opportunity coming up quickly. The Export program will be funding 3-4 representatives of the trade and media each from China, Canada, and the United Kingdom to join us from July 18th – 25th. During this visit our guests will be exploring Long Island and Hudson Valley wines on the 18th at an event in Brooklyn before traveling to the Finger Lakes to partake in the [FLXcursion](#) activities as well as visit with Export participants they may not get a chance to see during the conference. This is a great reason to sign up now!



STILL NOT SURE?

INFORMATION SESSIONS

There are a number of pre-recorded information sessions available 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](#)

We will also be scheduling an Export Program Overview and Activity Update for new or returning participants this Summer.

WHAT'S NEW THIS YEAR?

2019 PROGRAM YEAR

This year we will continue our strategy of executing highly curated events in select markets. We will likely have a presence at three major tradeshows including one in Hong Kong or Shanghai, and two in Europe (Paris and Dusseldorf.)

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.

- New this year will be the provision of different resources to wineries in different stages of export market development.
- For those new to export, one-on-one meetings or calls with our Brand Ambassador and/or market consultants. This may also include a comprehensive tasting and pricing review.
- For those participants interested in sending wine to large tradeshows (i.e., Vinexpo and Prowein), an independent panel of experts will review submitted wines for quality and appropriateness for each market.
- New branding for the New York Wine & Grape Foundation will be used in international markets.





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

- Opportunities to participate in large tradeshows, 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
- 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. Once volunteers for travel have been established the NYWGF will create a "fairness grid" to take into account those that have traveled with the program in the past, regional representation, traveler capabilities, and our needs for each travel team.*

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, you must be willing 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

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