

For Immediate Release:

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SUBJECT: MI Wine Month 2020

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Michigan Wine Collaborative Announces May is ‘Michigan Wine Month’

The Michigan Wine Collaborative (MWC), a nonprofit organization whose mission is to enhance the sustainability and profitability of the Michigan wine industry, is observing the annual **Michigan Wine Month** in May.

The theme of 2020 Michigan Wine Month is “Michigan Wine Wins.” The Michigan wine industry has an economic impact totaling \$5.4 billion in the state of Michigan, including providing 47,000-plus jobs equaling \$1.8 billion in wages, according to a 2017 study conducted by John Dunham & Associates.

Michigan Wine Month is dedicated to educating consumers across Michigan and beyond about the quality and variety of world-class Michigan wines. It also promotes the Michigan wine industry by encouraging customers to patronize Michigan’s wineries, purchase Michigan wines online and in retail stores, become a Vintage Michigan member, and other means of support.

“This Michigan Wine Month, we will all be utilizing remote sales and virtual event options in innovative ways to connect our wineries and customers,” says MWC President David Miller. “The Michigan Wine Collaborative wants to do our part to help not only our member wineries, but the Michigan wine industry as a whole.

“We are excited to see how far Michigan wine can travel this year, especially with limitations faced by consumers and all of the opportunities to take wine virtual.”

Sincerely,



Dr. David Miller
President

Michigan Wine Collaborative