



MICHIGAN Wine Collaborative

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DATE: May 18, 2021
SUBJECT: MI Wine Collaborative Unveils New Vintage Michigan for MI Wine Month

How it started:

Vintage Michigan wine club's previous inception was with the former Michigan Grape and Wine Industry Council, which, along with administration of Vintage Michigan, was paid for by Michigan tax dollars but dissolved in 2018 when state support ended. This fun and iconic program offered discounts from wineries, retailers, restaurants, lodging, and more to Michigan wine consumers who joined the Vintage Michigan wine club. When the Michigan Wine Collaborative rescued the Vintage Michigan program, we wanted to ensure that all members who had joined under the Council's lifetime membership retained their same benefits: Discounts and perks at participating wineries, restaurants, lodging, and other Michigan businesses. The lifetime membership with those benefits will never change for those Legacy members.



How it's going:

We wanted to switch up our look and add additional perks to our **Premier membership** level for those who thirst for the full flight of MI wine benefits.

For \$25 per year, **Premier members** get all of the same perks as Legacy lifetime members, but also a new members-only portal on our website (*built entirely by volunteer effort*) with access to a comprehensive Michigan wine events calendar; VIP tickets and early-bird registrations; Premier Member tastings; the latest Michigan wine news and publications on our blog; and a social forum for conversing with other Michigan wine enthusiasts.



The \$25, along with merch sales and donations, helps us as a non-profit organization pay for the cost of administering this and other programs aimed at increasing consumption of MI wine, increasing inclusion into the MI wine industry for all consumers, and promoting the wineries we all love so much.

And as always, we are committed to **our mission of enhancing the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations.**

Cheers and Happy Michigan Wine Month,

Gina Shay
Vice President, Michigan Wine Collaborative