

# FINGER LAKES WINE ALLIANCE

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INCORPORATED 2004



# 2022 Member List

@flxwinealliance #flxwine



Anthony Road Wine Company

Atwater Estate Vineyards

Barnstormer Winery

Billsboro Winery

Bully Hill Vineyards

Buttonwood Grove Winery

Boundary Breaks Vineyard

Dr. Konstantin Frank Winery

Fox Run Vineyards

Fulkerson Winery

Glenora Wine Cellars

Hermann J Wiemer Vineyard

Heron Hill Winery

Hosmer Winery

Hunt Country Vineyards

Keuka Spring Vineyard

Knapp Winery

Lakewood Vineyards

Lamoreaux Landing Wine Cellars

Living Roots Wine & Co

McGregor Vineyard

Point of the Bluff Vineyards

Red Newt Wine Cellars

Seneca Shore Wine Cellars

Sheldrake Point Winery

Silver Thread Winery

Six Eighty Cellars

Swedish Hill Vineyard & Winery

Thirsty Owl Wine Company

Three Brothers Winery & Estates

Toast Winery

Trestle 31

Wagner Vineyards

Weis Vineyard

Zugibe Vineyards

# Organizational Beginnings

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## Regional Marketing

- Statement of Purpose created
  - Outlined challenges faced
  - Recognized need of branding region through collective efforts
  - Structure defined so as to not duplicate efforts already made by regional wine trails
- Finger Lakes Wine Council 2002
  - Key objectives: foster quality, increase sales, promote tourism
  - Seven founding member wineries
  - Support provided by NYWGF, FLWC
  - Membership dues: \$500
  - First workshop: Wine Marketing and Business Seminar
    - Goal was to attract members

# Organizational Beginnings

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## Regional Marketing

- Finger Lakes Wine Alliance
  - Rebrand of Council
  - 19 members by end of 2002
  - Bylaws created early 2003
  - Incorporated 2004
- Mission: to increase the visibility and reputation of the Finger Lakes AVA, it's wines and wineries
  - Target market: trade and media
  - No tourism/consumer marketing efforts
- Wine Submission program
  - Early effort of group to gain media attention
  - Continues to be a core membership benefit in 2022

# Current Structure

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- **Membership Requirements**

- Licensed Federal or State Winery
- In or contiguous to Finger Lakes AVA
- Selling minimum 75% Finger Lakes AVA wines; also produced and bottled at a winery within the AVA
- Produce at least 2500 gallons of wine annually and own 60% of either:
  - Production facility within AVA, OR
  - 10 acres producing vineyards in AVA used to produce wines, OR
  - Tasting room within the AVA

- **Levy Dues**

- Calculated on previous years bottled production
  - \$.30/case
  - Under 4,333 cases, minimum dues \$1300
  - Over 11,665 cases, maximum \$3500
- Levy Dues are estimated in budgeting
  - Budgeted to cover admin and organization operating expense

# Membership Benefits

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- Wine Publication Submissions Program
  - Regional recognition
    - Over 500 wines submitted in 2021 to Wine Enthusiast, Wine Spectator, Wine & Spirits, Wine Advocate
  - FLWA handles all shipping logistics and costs
  - Provides publications with one point of contact
- Website listing
- Social media spotlight
- Regional marketing brochure
- Exclusive opportunity access
  - Publication features
  - Wine Expo and conference placement; discounted participation cost
- Annual Marketing and Educational Programming

# 2022 Marketing Program

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- "Pay to Play" opportunities offered annually to members
- Marketing Events
  - Target attendees: trade and media
  - Goal: creating regional ambassadors
    - Riesling Camp \$1800
    - FLX Roadtrip \$1000/\$600
    - FLX Roadshow \$1000/\$500
- Finger Lakes Wine Month
- Educational Seminars
  - Target attendees: member winery and Wine Trail Partner staff
  - Goal: increase quality and skillset of individuals employed in regional wine industry
    - DEI Workshop \$75pp
    - Distribution Roundtable \$50pp
    - Lunabeen Digital Marketing Workshop \$75pp
    - Wine Masterclass \$125pp/\$75pp
- Marketing event income budgeted to cover execution of event
- Educational seminar income does not cover full costs of execution

# Value of Community

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- Regional Brand Identity
  - Riesling celebrated as iconic/distinguished varietal in the Finger Lakes AVA
  - Leading with Riesling in programming efforts but intentionally including other key cool-climate vinifera
  - Keeping room for historical relevance with hybrids and natives
- Developing Industry Connectivity
  - Rising tide raises all ships
    - Winemaker group tastings
    - Support of regional cohesiveness
    - Evident during marketing event promotions; high value to trade
  - Collective presentation of region receives greater attention
    - Perceived strength of region as a whole defined at higher level
  - Multiple voices included in planning helps reach broader audiences when presented



# Thank you!

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