



MICHIGAN  
Wine Collaborative

# MWCC SPONSOR SHOT OUT

2024/  
2025

FEBRUARY 2025  
ISSUE NO. 3

## INTERVIEWS WITH

HOWARD & HOWARD  
WATERLOO CONTAINER  
VANCE METAL

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## ALSO FEATURING

FARM BUREAU OF MICHIGAN  
DOUBLE A VINEYARDS  
RESOURCE LABEL GROUP

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WEBINAR  
ANNOUNCEMENT  
FROM PRIME  
VINTAGE INSURANCE



# 2024/25 SPONSORS

## GOLD

### HOWARD & HOWARD

**Howard & Howard**  
law for business®

More than 120 attorneys practice out of offices in Royal Oak, Michigan; Illinois (Chicago and Peoria); Las Vegas, Nevada; and Beverly Hills, California. The firm provides sophisticated legal services to businesses and business owners for an array of clients including Fortune 500 companies, privately held corporations, publicly traded multinational corporations, public sector clients, not-for-profit organizations, and related entities. Our attorneys cover virtually every major area of practice including business and corporate law, mergers and acquisitions, commercial and business litigation, bankruptcy and creditors' rights, data privacy and cybersecurity, employee benefits, environmental, financial institutions, franchising, healthcare, hospitality, intellectual property, labor and employment, real estate, securities, and tax. For more information, please visit [howardandhoward.com](http://howardandhoward.com).

## PRIME VINTAGE INSURANCE

Prime Vintage is an insurance underwriting facility focused on the winery and cidery industry. We have a professional, knowledgeable, and ambitious underwriting and marketing team that caters to the insurance needs of your wineries and cideries. Prime Vintage has teamed up with a financially strong Am Best A+ rated Insurance Carrier who share the same philosophy as Prime Vintage: exceptional service, quality products, and experienced team members.

Prime Vintage has invested in resources to make sure that our programs are tailored to be able to meet the individual needs of each client. Our specialized programs can accommodate a diverse range of exposures, which separates us from our competitors in the marketplace. Visit [PrimeVintage.com](http://PrimeVintage.com) to learn more!




# WEBINAR ALERT

EXCLUSIVE MWC  
MEMBER EVENT

**UNCORKING THE GAPS: HIDDEN  
RISKS WINERIES & CIDERIES  
CAN'T AFFORD TO OVERLOOK**

**MARCH 06 | ZOOM**

 **10:00 AM**

[REGISTER HERE](#)



*Prime Vintage*  
INSURANCE



[www.primevintage.com](http://www.primevintage.com)

# Howard & Howard

law for business®

*A word from our sponsors...*

vintage 2024/2025

## a chat with mark vanneste



### **1. Why is it important to Howard & Howard to support the Michigan wine industry?**

Myself and my partners at Howard & Howard recognize the significant role the Michigan wine industry plays in the State's culture, economy, and agricultural heritage. Supporting this dynamic sector aligns with our firm's commitment to helping local businesses thrive and ensuring the continued growth of one of Michigan's most celebrated industries. Howard & Howard is proud to sponsor the Michigan Wine Collaborative and contribute to the success of an industry that creates tens of thousands of jobs, promotes tourism all over the State, and showcases Michigan's unique terroir on a national stage.

Check out  
Mark's Wine  
Law Article  
Archive



“  
Some of my favorite Michigan wine memories include visiting local tasting rooms and connecting with winemakers and others in the industry, but my most treasured memory is proposing to my wife just outside the Mawby tasting room during a day spent exploring wineries on the Peninsula!  
”

**2. What are some essential services Howard & Howard offers to Michigan wine growers and producers?**

Howard & Howard is a full service business law firm. The firm offers a wide range of specialized legal services tailored to the unique needs of Michigan's wineries, growers, vintners, distributors, and the many vendors and suppliers that support them. Just some of the practice areas include navigating licensing and regulatory compliance with the Michigan Liquor Control Commission, intellectual property protection to safeguard wine labels and branding, assistance with business formation, expansion, and transactions, and the numerous day-to-day business issues and disputes that arise. The firm also provides expertise in contract negotiation, real estate transactions, and employment law, among other specialties, helping wineries, vineyards, and other businesses operate efficiently and sustainably while mitigating risk.

**3. What are some of your favorite Michigan wines and/or Michigan wine memories?**

Myself and many of my law partners are big fans of Michigan wines and the experiences the industry creates. From enjoying crisp whites while visiting the Leelanau Peninsula and Old Mission Peninsula, to trying a new Michigan wine at a local restaurant, we take pride in celebrating the diversity and quality of Michigan's wine offerings. Some of my favorite Michigan wine memories include visiting local tasting rooms and connecting with winemakers and others in the industry, but my most treasured memory is proposing to my wife just outside the Mawby tasting room during a day spent exploring wineries on the Peninsula!

**Learn more about Howard & Howard and the services they offer at:**

**[howardandhoward.com/locations/royal-oak](https://howardandhoward.com/locations/royal-oak)**



When protecting your Life, the  
**EXPERIENCE  
MATTERS.**



Contact **Matt Frollo** today!  
**(231) 459-4800** | [mfrollo@fbinsmi.com](mailto:mfrollo@fbinsmi.com)



**2024 / 25  
SILVER  
SPONSOR**

**FARM  
BUREAU**

**We are honored to have the support of Farm Bureau since 2023. Here is some basic information on how Matt and Farm Bureau support Michigan wine industry businesses and families!**

**Michigan is our home. We live here, work here and are raising our families here. As Michigan's insurance company we are dedicated to bringing safety, security, and hope to Michigan families and businesses in good times and bad.**

**I have over 17 years of experience working in the beverage industry and would love to put that knowledge to work for you with a customizable insurance product. It provides property and liability coverages specific to the needs of your industry.**

**REACH OUT TO MATT  
AT FARM BUREAU  
TODAY TO DISCUSS  
HOW TO PROTECT  
YOUR BUSINESS!**

[mfrollo@fbinsmi.com](mailto:mfrollo@fbinsmi.com)  
231-459-4800  
Matt Frollo  
Principal/ Agent

# MICHIGAN WINE COLLABORATIVE 2024 VIP SPONSORS



## DOUBLE·A VINEYARDS



Looking for high-quality grapevines? Double A Vineyards has everything you need to plant a successful vineyard, whether you're a home grower or a commercial producer!

**Shop  
Now  
For:**

- A huge selection of grapevines – from classic wine varieties to cold-hardy and disease-resistant options.
- Grafted & own-rooted vines to suit your soil and climate needs.
- Juice Kits – Premium, pressed fruit juice ready for fermentation, perfect for home winemakers!
- Expertly grown vines, trusted by growers across the U.S.



**LEARN MORE**

## RESOURCE LABEL GROUP



**CLICK HERE**

Resource Label Group provides the services, solutions and reach you'd expect from a national company, with the dedication and touch of a local partner to create labels – and impressions – that last. Our success is built on productive, sustained relationships. Providing a positive experience in each and every interaction fuels supportive, honest and courteous relationships, and our integrity drives our reputation in the industry. Our commitment to excellence and quality defines us. We simply do not compromise. We work passionately to advance our capabilities and strive to achieve more for our clients. Resource Label Group is excited to support the local Michigan wine industry by partnering with the Michigan Wine Collaborative. Reach out to Resource Label Group to find out how we can partner with your business. Contact Evan Bonsell at [evan.bonsell@resourcelabel.com](mailto:evan.bonsell@resourcelabel.com).

**BRONZE SPONSORS**

# WATERLOO CONTAINER

company

*Supplier of Wine Bottles,  
Caps, Corks and Closures*

"THE UNIQUE THING ABOUT THE MI WINE INDUSTRY IS THE DIVERSITY OF THE PRODUCT OFFERINGS & FRIENDLY CUSTOMER EXPERIENCES AT SPECTACULAR LOCATIONS ACROSS THE STATE."

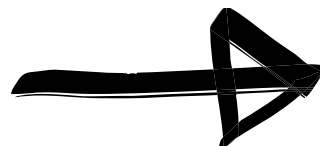
A CHAT  
WITH  
GEORGE  
HALL OF  
WATERLOO

## HOW CAN WATERLOO ENHANCE BUSINESS FOR MICHIGAN WINE PRODUCERS?

We make your purchasing easy. A friendly and knowledgeable customer service representative is a phone call away to facilitate your order. As a stocking distributor with over 1 million sq. ft. of warehouse space featuring bottles made in the USA & the closures for them sourced from world-class vendors, they are here and ready to ship to your winery within 24 hours.

## WHAT ARE SOME UNIQUE PRODUCTS OR SERVICES OFFERED BY WATERLOO?

**NEXT  
PAGE**





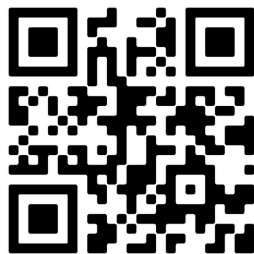
We can help your brand grow with next level, scalable packaging solutions. We offer custom printed box programs, Eco to heavy weight bottles that can be sleeved or screen printed in house, logo closures and warehousing contracts that allow your annual spend go farther.

## HOW LONG HAS WATERLOO WORKED WITHIN THE MICHIGAN WINE INDUSTRY?

The family-owned Waterloo Container has been serving the Michigan wine industry for 40 years.

## DO YOU HAVE ANY FAVORITE MICHIGAN WINES OR MICHIGAN WINE MEMORIES?

LEARN MORE ABOUT HOW WATERLOO CAN ENHANCE YOUR BUSINESS HERE!

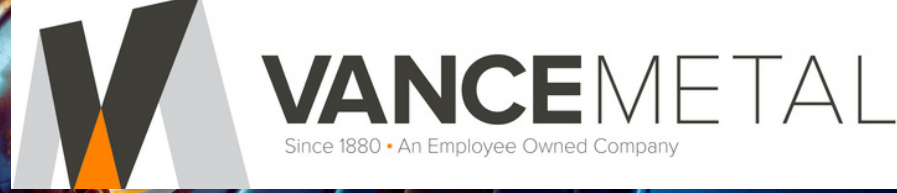


Unoaked chardonnay looking over Grand Traverse Bay, what's better than great company & wine with a breath-taking view. My wife & I spent 2 weeks during August crisscrossing Michigan with our camper exploring what each region of the vast state has to offer using farm to table food & wine as our guide.



**George Hall** Sales Director

# SOME WORDS FROM VANCE



"WHEN I FIRST STARTED WORKING AT VANCE METAL OVER 8 YEARS AGO, I PRESENTED TO THE MANAGEMENT TEAM ABOUT THE IMPORTANCE OF SUPPORTING ORGANIZATIONS LIKE MWC WHO SUPPORT OUR CUSTOMER BASE WITHIN THE INDUSTRY. WHEN WE HAVE A LOYAL GROUP OF CUSTOMERS WHO CONTINUE TO SUPPORT US AND THE PRODUCTS WE MAKE, I BELIEVE IT IS VERY VALUABLE TO GIVE BACK TO ORGANIZATIONS THAT WORK TO HELP MOVE THOSE INDUSTRIES FORWARD." -ETHAN POOLE  
VANCE METAL

## What kind of opportunities does the MI wine industry offer Vance? And what kind of opportunities can Vance offer the MI wine industry?

The Michigan Wine Industry has a long history with well-established wineries and vineyards. We have helped wineries grow and expand and with new wineries starting there are opportunities to replicate the work we have done with our customer base. Vance Metal Fabricators has been supplying the Michigan Wine Industry with tanks and cellar equipment for around 20 years. We offer quality, truly American made stainless steel fermenters and carbonation tanks, that are hand fabricated at our shop in Geneva NY. We build every order to the customers specifications, which gives them the ability to customize their tanks to fit the spaces and overall needs.

## Do you have any favorite Michigan wines or Michigan wine memories?

I try to visit MI at least once a year to discuss opportunities with our long-term customer base as well as learn about new endeavors and meet new people in the industry. I really love the Traverse City area and the two growing regions on the Peninsula's but would like to explore other regions around the state. There are many great producers of wine in MI with some very unique wine being made, I do not have a favorite specific wine but enjoy trying wines that I have never had before.

## What are some cool products and services Vance offers MWC members?

One thing that Vance Metal offers is the ability to customize each tank that a customer would need. Many wineries have unique production spaces and overall needs, so being able to design and build equipment that fits into their facilities is important and sets us apart from other companies that just offer products out of their inventory. We also fabricate our tanks from heavier gauge materials to create a robust tank that is sturdy and will last the lifetime of an operation. Winemakers have had good success with our specialized Tapered Style red wine fermenters, giving them increased cap management and pump overs options.



CLICK HERE TO REACH OUT TO ETHAN!

I WAS BORN AND RAISED IN GENEVA, NY, AND GREW UP ON A FAMILY FARM JUST SOUTH OF GENEVA. I HAVE ALWAYS BEEN INTRIGUED BY THE VAST OPPORTUNITIES IN THE WORLD OF AGRICULTURE AND VALUE THE WORK THAT FARMERS DO IN ALL ASPECTS OF THE FARMING WORLD. I WAS ALWAYS CAPTIVATED BY THE PRODUCTION SIDE OF BEVERAGES AND EVENTUALLY GAINED EMPLOYMENT AT VANCE METAL FABRICATORS, MOVING FROM THE PRODUCT SIDE TO THE EQUIPMENT SIDE OF THE MARKET WAS QUITE A TRANSITION,

## About Ethan:

HOWEVER LEARNING ABOUT METAL FABRICATION AND NOW HELPING BEVERAGE COMPANIES WITH THEIR EQUIPMENT NEEDS IN SOMETHING I REALLY ENJOY.

I CURRENTLY RESIDE IN CANANDAIGUA NY WITH MY WIFE, TWO DAUGHTERS, OUR DOG AND TWO CATS. I HAVE BEEN COACHING YOUTH HOCKEY FOR CANANDAIGUA KNIGHTS FOR THE PAST 6 YEARS AS WELL AS BEING A BOARD MEMBER. OUTSIDE OF COACHING HOCKEY, I ENJOY PLAYING GOLF WHEN I CAN AND SPENDING TIME ON BEAUTIFUL SENECA LAKE. TRAVELING WITH MY FAMILY AND TAKING TRIPS TO THE EAST COAST BEACHES IN THE SUMMER IS USUALLY THE HIGHLIGHT OF OUR YEAR.

Visit Vance online at: [VanceMetal.com](http://VanceMetal.com)

# GET IN ON THE ACTION

LEARN MORE ABOUT MWC  
SPONSORSHIP  
OPPORTUNITIES TODAY!



## 2025 SPONSORSHIP OPPORTUNITIES

Secure the opportunity to support the Michigan wine's only statewide non-profit while promoting your business or organization, expanding your client base, and more!



To lock in your sponsorship visit: [mwc.wildapricot.org/join-us](https://mwc.wildapricot.org/join-us)

Michigan Wine Collaborative  
501(c)6  
Michigan Wine Foundation  
501(c)3

