

A black and white aerial photograph of a vineyard landscape. The foreground shows rows of grapevines in a field. In the middle ground, there are more vineyard sections, some with irrigation lines, and a road with a few vehicles. The background features rolling hills with a small cluster of buildings. The text '2023 ANNUAL REPORT' is centered in the upper half of the image.

2023 ANNUAL REPORT

**WA**

46°N

WINE



Dear Washington State Wine Industry Colleagues,

Thank you for so warmly welcoming me into the Washington wine community. As I begin my first full year as the Executive Director of the Washington State Wine Commission, I want to share the work that the team developed and implemented in 2023.

A few highlights from 2023 include the following, which the team expands upon in this Annual Report:

- We prioritized work in enology and viticulture research to strengthen our commitment to a world-class program in Washington.
- We supported a successful return and reimagining of Taste Washington.
- We hosted top media from around the world to gain a better understanding of WA Wine with an in-person experience.
- We launched the second year of WAUGUST with elements for tasting rooms, DTC, trade, and distributors.
- We hosted our annual Road Trip with top local trade, regional trade, and several multi-unit trade outlets.
- We traveled to major wine shows across the globe, and saw our export business grow.
- We continued work to integrate DEI efforts into our strategic plans, programs, and business operations.

Our most significant initiative was finalizing our new 5-year strategic plan, which we built alongside the entire industry and will implement in 2024. The plan outlines priorities and supporting tactics that we will focus on to build awareness, affinity, and growth for a healthy Washington wine industry over the next five years. As we face new challenges and opportunities, the WA Wine team will prioritize work to help address our constituents' and industry needs.

The team and I could not do our work without ongoing support from our Board of Commissioners and industry colleagues who have shared their advice and insights as we work together to continue to build Washington Wine in the years ahead.



Kristina Kelley  
Executive Director  
Washington State Wine Commission

An aerial photograph of a vineyard on a hillside. The rows of grapevines are arranged in a grid pattern, following the contours of the land. The sky is bright blue with scattered white clouds. The overall scene is peaceful and scenic.

## OUR MISSION

ON BEHALF OF THE STATE OF WASHINGTON AND ITS WINERIES AND GROWERS, THE MISSION OF THE WASHINGTON STATE WINE COMMISSION IS TO DRIVE GROWTH OF WASHINGTON STATE WINE THROUGH MARKETING, COMMUNICATIONS, AND VITICULTURE & ENOLOGY RESEARCH.

## OUR VISION

WASHINGTON WINE ON EVERY TABLE.

# STRATEGIC PLAN

We began the work of building a new 5-year strategic plan in November 2022 by hosting a series of industry listening sessions across the state. We followed up with an industry-wide survey, and then a facilitated strategic planning retreat with 30+ industry leaders in January 2023. The board and staff spent all year considering data, listening to industry members and re-working everything from our mission, values and brand essence, to our target audiences and key tactics. The plan was approved by the Board of Commissioners in November 2023, and will rollout fully in 2024.

## OUR VALUES

### Passion

We genuinely care about the entire WA Wine Community. This passion inspires our creativity and innovation and fosters long-lasting relationships.

### People

Culture matters. We empower people and value their contributions. We cultivate an inclusive environment of continuous growth and development.

### Trust

Integrity and trust are essential to a high-functioning team. We continually work to earn the mutual trust of each other and of those who rely on us.

### Collaboration

We are each accountable for the results of the whole team. We work together to achieve our goals and support each other along the way. We are better together.

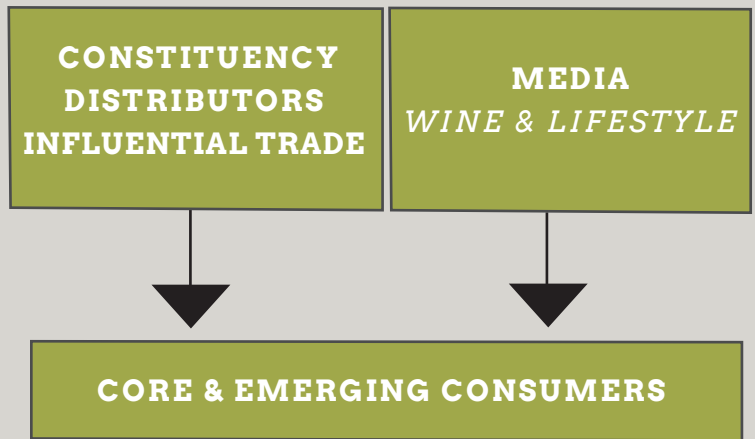
### Adaptable

We are an agile team that can adapt to an ever-changing world to ensure our industry's continuous health and prosperity.

## DIVERSITY, EQUITY & INCLUSION

The Wine Commission's DEI Task Force, Staff and Board continues to adapt an action plan to holistically integrate DEI efforts into our strategic plans, programs, and business operations. As part of this plan we will be hosting more industry-wide DEI workshops, continue to make data and technology more accessible, support scholarship efforts, and partner with organizations who have long been leading the way.

## TARGET AUDIENCES



## WHAT DOES SUCCESS LOOK LIKE?

The Goal: Increase WA premium market share and strengthen brand awareness. All tactics will be focused on the following:





Jan	Annual Research Survey	Research Grant Applications Close	WA Wine Trade Tasting - Mexico	Strategic Planning Retreat		
Feb	 THE INSTITUTE OF MASTERS of WINE	 WINEVIT	 WAVE <sup>x</sup> WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY WAVEx Webinar	Research Review	WA Wine Trade Tasting - Mexico 5 Day Importer Tastings Sweden	<b>JEB DUNNUCK</b> WA Visit
Mar	 taste WASHINGTON	TASTE WASHINGTON WINE MONTH	JAMESUCKLING.COM James Suckling WA Visit	 WAVE <sup>x</sup> WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY WAVEx Webinar	Taste Washington Inbound Media Hosting Inbound Trade Hosting	 EuroTour (London & Copenhagen)
April	 Robert Parker Wine Advocate WA Visit	Harvest 2022 Communications	 WAVE <sup>x</sup> WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY WAVEx Webinar	WA Wine Canada Trade Tasting—Calgary, Alberta	BCLDB Buyer Inbound	
May	WA Wine Asia Trade Tasting –S. Korea, Japan	 VINEXPO ASIA VinExpo Singapore	Canada Inbound Hosting – BCI	Executive Director Communications	Finalize Grape Reporting	
June	SF Trade & Road Trip Alumni Event — CA	Annual WRAC Meeting	WA Wine Canada Trade Tasting – Toronto, Ontario & Montreal, Québec	End of Fiscal & Year-End Budgeting	Finalize Five Year Strategic Plan	SAQ Buyer Inbound
July	UK Trade and Media Inbound	WAVE/WSU Field Day	Implement Sustainable WA Marketing Plan	Finalize Core Values	RNDC WA Wine Distributor Education Sessions	
Aug	 W August	 Wine Fest SIP & SEA PALISADE AT ELLIOTT BAY MARINA	Auction of Washington Wines AWW Media Hosting	 WAVE WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY	Binny's Training and WA Wine Tasting	Canadian Media Inbound
Sept	 ROAD TRIP	Harvest Related Media Communications				
Oct	 NEW YORK WINE EXPERIENCE	 vinous WA Visit	State Tourism Conference	Japanese Buyers Inbound		
Nov	NY Media Activations	 Janis Robinson WA Visit	Grape Assessment Communications			
Dec	Holiday Media Mailers	Grape Assessments Open	Taste WA Registration Kickoff	Research Grant Programs Open	 WAVE <sup>x</sup> WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY WAVEx Webinar	Korea 2-Day Certification Program

# MARKETING HIGHLIGHTS

## TASTE WASHINGTON WINE MONTH

This year's Taste Washington Wine Month campaign's main focus was to capture the eyeballs of two target audiences – Engaged Explorers and Social Newbies.

Based on wine consumer profiles pulled from a recent Wine Intelligent report, it was revealed that these two target audiences like to discover, experiment and try new things, which was a natural tie-in to the campaign messaging: Get Curious. Get Tasting.

### Challenges

- While \$15+ wines are growing, the majority of sales are \$11 or below... which are shrinking.
- The wine industry is still too dependent on people aged 55+ (especially 65+).
- Younger “peripheral” drinkers are drinking less wine (sober curious).

### Insight

Trying new wines is something that peripheral (and core) wine drinkers enjoy.

### Observation

“Taste Washington” is all about discovering, experimenting & trying new food (& wine).

### Strategy

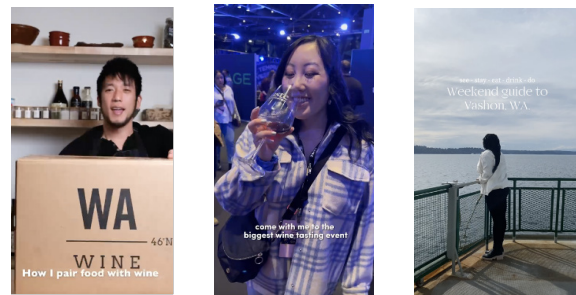
Consumers see an average of 4,000 ads per day and with a small budget, our ads generally get lost in the mix. WA Wine strategized that we target wine drinkers who will be most likely to respond to the message. Also, we will use a higher frequency media strategy that will make the message feel bigger to those who see it.

### Creative



### Influencers

WA Wine partnered with 4 influencers to do 4 reels on IG & TikTok. Over the past year, our paid influencer content has received nearly 200K views on IG (not including additional TikTok impressions), and 7,124 engagements on the platform.



### Budget Breakdown

- Influencers - 17%
- Instagram - 13%
- Connected TV - 39%
- Youtube - 18%
- High-Impact Mobile - 13%

### Results

- Total Impressions: 8,529,524
- Video Completes: 2,939,477
- Social Engagement: 348,496
- Social Reach: 2M
- Budget: \$120,240
- Significant winery activation & toolkit downloads



## WAUGUST

WAugust bottles that summer feeling, pairs it with Washington Wine, and serves as an official invitation to seek out WA Wine Month events and participate in any way you see fit. “Whether you take a road trip to a new winery, or pack WA wine in the cooler for your camping trip, there’s no wrong way to WAugust.”



### Strategy

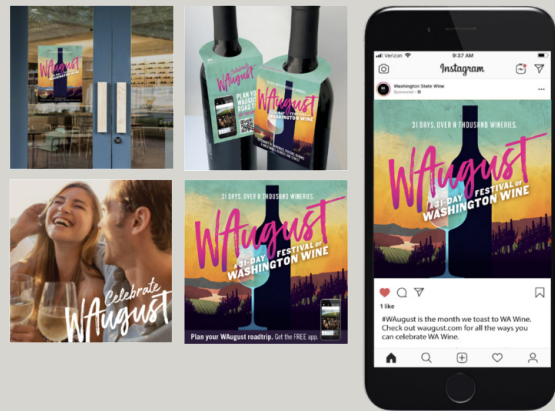
The second year of WAugust saw a reduction in budget, so efforts were streamlined and gorilla marketing techniques were used to amplify awareness without significant investment. We printed posters for wineries to use in their tasting rooms, offered educational opportunities and incentives to local distributors, ran a special promotion with QFC that rewarded stores with positive sales trends, and partnered with Landry’s for their local WineFest event.



### Landry's Partnership: Sip & Sea

As part of a continued partnership with Landry’s Restaurant Group, we co-sponsored the Palisade’s Winfest: Sip and Sea which featured 24 Washington wineries. The event sold 550 tickets. 100% of the wine for the event was purchased and later sold out of the restaurant to attending consumers.

### Creative



### Results

- Significant winery activation & toolkit downloads
- QFC did a 10% discount along with a contest between stores. \$1.6M of scanned retail was sold during the month.
- Great earned media coverage of WAugust in the local market.

# MARKETING HIGHLIGHTS

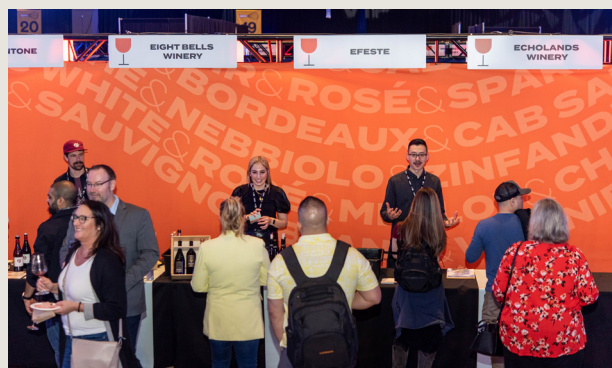
## TASTE WASHINGTON

Taste Washington returned in March 2023 after a 3-year hiatus under the direction and vision of new partners, SE Productions. SE Productions revamped the look, feel, and overall concept of each Taste WA event with an emphasis on appealing to a younger, more adventurous wine consumer.

- 14,000 attendees attended 8 Signature Events.
- 6,000 guests attended The Grand Tasting over two days.
- 52 Culinary Partners & 250 Wineries/Associations participated.
- 270 Local Trade attended.

SE Productions supported ticket sales of the event with:

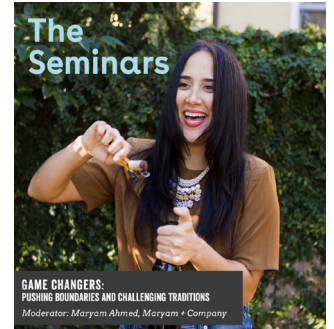
- Paid social ads | reach of 550K and 2M impressions.
- Paid search video & display | 30K impressions.
- Billboards | 140,534 blips and 80M impressions.
- Email | 70K reach.



## TASTE WA SEMINARS

March 11 & 12, 2023

- 6 seminars were executed over two days at the Four Seasons Downtown Seattle.
- The seminars recruit 40+ top sommeliers from around the Pacific Northwest, who volunteer their time to pop, proof and pour more than 4,000 glasses of wine over two days.
- The 2023 seminars were moderated by Elaine Chukan Brown, Sean P. Sullivan, Bob Betz, Paul Zitarelli, Doug Charles, and Maryam Ahmed.



## TASTE WA INBOUND TRADE TOUR

We hosted 9 wine trade from across the country for Taste Washington, including 2 winemaker dinners featuring 6 WA wineries.



**James Barlow**  
Wine Buyer  
SPEC's | TX



**Will Bliss**  
Merchandise Mgr Wine & Beer  
H-E-B | TX



**Julie Dalton**  
Master Sommelier, CWE The Post Oak Hotel |  
Stella's Wine Bar | TX



**Jeff Degner**  
Wine Educator  
H-E-B | TX



**Tom Dobson**  
Wine Buyer  
SPEC's | TX



**Titus Green**  
Assistant Wine Director  
Del Frisco's Restaurant Group | DC



**Scott Tarwater**  
Corporate Dir. of Wine & Special Events  
Landry's Restaurants | TX



**Lindsay Thomas**  
Director of Wine and Beverage  
River Oaks Country Club | TX



**John Wagner**  
Wine Category Manager & Buyer  
PLCB | PA

## MARKETING HIGHLIGHTS

### ROAD TRIP

Road Trip Washington Wine is one of the most acclaimed and experiential wine trips in the world.

September 17-21, 2023

- 47 guests from 23 states, with a mix of on- and off-premise trade, as well as corporate buyers.
- 18 guests were from multi-unit operations in key target markets. 8 guests were from Washington.
- 75 total wineries from all around the state participated in Road Trip 2023.
- 34 wineries hosted winery exercises.
- 15 wineries hosted vineyard exercises.
- 3 regional tastings, 2 seminars & 8 meals were executed.
- Elaine Chukan Brown was hired to moderate both seminars.



**“With utmost sincerity, this was one of the best trips. Keep doing exactly what you did. You make it easy to fall in love with the wines. Execution was amazing, the people were sincere. I wanted to stay longer. It was truly memorable, and I am grateful to be allowed to partake. I’m forever an ally to Washington State wines on the backs of all your effort.”**

Jason Caballero,  
Wine Director/CEO, Wrigley Mansion,  
Arizona



**“My chef and I are planning a Washington Wine dinner that features several different wineries and regions for February. We have been in conversations with several wineries to lineup winemaker dinners early next year. I am planning a “Washington wine takeover” of our BTG program for the month of March. For our Christmas special we will be featuring a Washington flight of the first 3 wineries in Walla Walla (Leonetti, Woodward Canyon, and L’Ecole). And I used the WSW website to conduct a Washington wine course for a local restaurant just this week!”**

Justine Recor  
Wine Director, Beverly’s at the Coeur  
d’Alene Resort, Idaho



## MARKETING HIGHLIGHTS

### ROAD TRIP ALUMNI EVENT

San Francisco, June 13, 2023

Strategy: to engage with past Road Trip alumni in important markets, as well as to meet new potential future Road Trip attendees.

- Guests were bussed to Hog Island Oyster Farm where they were given an educational tour, a lunch tasting of Washington wines, and an educational seminar.
- 2 winemakers from Washington attended, and the event included 12 trade guests from the Bay Area.



### PA LIQUOR CONTROL BOARD

March 6-13, 2023

- We hosted John Wagner, Premium Collection Wine Category Manager & Buyer – North America, Pennsylvania Liquor Control Board for an 8-day tour. His visit took him around the state, with winery meetings and visits around the Seattle area, the Rocky Reach AVA, Lake Chelan AVA, and Leavenworth.
- During Taste WA, he attended Pacific Standard, Trade Winemaker Dinners, Seminars and two days of Grand Tastings.

**“Our convo with John was engaging and productive. Thanks for facilitating. PA presents an opportunity for Lake Chelan wineries, and I believe John is a straight shooter who believes in win-win partnerships.”**

Bob Hargadon, Tsillan Cellars

### DISTRIBUTOR OUTREACH

- Objective: to connect with top local distributors to gain support for WSWC programs with the goal to develop content and partner on initiatives to help increase sales.
- In April 2023, a target list was created of executives at local distributors with the goal to set up informational meetings. A series of PowerPoint decks were created specifically for meetings with distributors.
- In May 2023, the marketing team presented to the GM of Winebow in WA, and later that month, with the EVP and 3 VPs of RNDC.
- In July 2023, two General Sales Meetings and WA Wine educational trainings were executed with the RNDC sales teams, one for on-premise, and one for off-premise. In August 2023, RNDC ran a WA August incentive for their On-Premise team.

### BINNY'S TRAINING & CONSUMER EVENT

August 3, 2023

- We partnered with a recent Road Trip alum to execute a staff training across four locations, as well as to help develop and support a consumer event featuring WA Wine in the Illinois market.
- Sean Sullivan and David Flaherty created and executed a 301 level virtual staff training which included a tasting of 9 wines.
- 34 Binny's Wine Staff were in attendance across four locations: Lincoln Park, Arlington Heights, Naperville and Bloomington.
- A sold-out consumer event for 99 guests was held at their Lincoln Park location, which featured more than 50 WA wines. ■

## MARKETING HIGHLIGHTS

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# SUSTAINABLE WA<sup>TM</sup>

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## CERTIFIED GRAPES

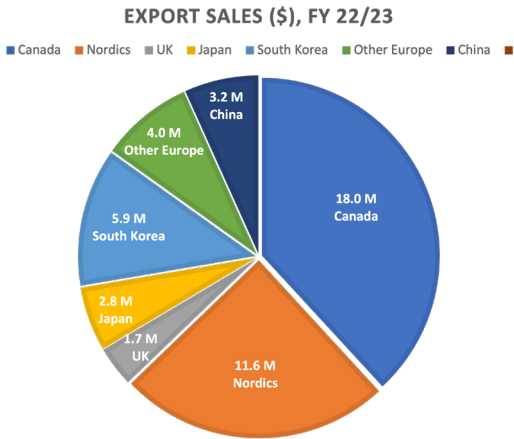
Excitement continues to build for [Sustainable WA](#), Washington's first statewide certified sustainability program for wine grapes. Sustainable WA covers the pillars of sustainability: environmentally sound, socially equitable, and economically viable. It is a rigorous, science-based program and built with continuous improvement in mind. Sustainable WA was built by and for the industry, specifically for Washington vineyards.

In 2023, a third of Washington's vineyard acreage became Sustainable WA certified!

Sustainable WA was built as a partnership between Washington Winegrowers, the Washington State Wine Commission, the Washington Wine Industry Foundation and the Washington Wine Institute. The Wine Commission is responsible for branding, marketing and public relations efforts. We are thrilled to have secured several media inclusions for Sustainable WA thus far, and look forward to launching more marketing and storytelling tactics in 2024.



# INTERNATIONAL MARKETING HIGHLIGHTS



10.54% The percentage of growth in export sales over the past 5 years.

31 Washington Wineries reported international sales in FY21/22, reporting \$55 million in export sales in more than 74 countries.

Our target markets, illustrated in the chart to the left, represent more than 80% of export sales.

## KEY INTERNATIONAL EVENTS

EuroTour, March 2023

ProWein March 2023

Asia Tour, May 2023

VinExpo Singapore May 2023

Northwest Wine Expedition in Canada with Oregon Wine Board, April & June 2023

Plus 5 international in-bound groups toured through Washington, from Canada, the U.K. & Japan.



# COMMUNICATIONS HIGHLIGHTS

## MEDIA RELATIONS

13 national writers traveled to Washington as part of 3 separate in-bound media tours or individual itineraries, traveling to vineyards and wineries across the state.

5 high-profile wine critics traveled to Washington for in-person tastings in preparation of their annual Washington Reports: Jeb Dunnuck (jebdunnuck.com), James Suckling (jamesuckling.com), Anthony Mueller (Wine Advocate) Eric Guido (Vinous) and Samantha Cole-Johnson (jancisrobinson.com, Yakima Valley Report). The Washington Wine team handled all coordination between reviewers & wineries. The WSWC team handled more focused sample requests from 4 additional high-profile wine critics, including Clive Pursehouse (Decanter), Patrick Comiskey (Wine & Spirits), Karen MacNeil (Karen MacNeil & Co.) and Elaine Chukan Brown.

50+ media met face-to-face with Washington Wine staff and winemakers during small events held in New York and San Francisco, as part of our ongoing work with our national PR contractors and our partnership with State of Washington Tourism.

100+ media recieved creative sample mailings from Washington wine throughout the year.

6 press releases went out to 1,000+ journalists in 2023, with a higher-than-average open rate.

## NY WINE EXPERIENCE

October 2023

Washington Wine attended the Wine Spectator New York Wine Experience in October. The team had several one-on-one meetings with Wine Spectator staff, attended networking opportunities, and hosted a Washington wine lunch for all attendees. It was a strong showcase for Washington to an influential group of wine industry, trade and consumers.

## OVERALL RESULTS

Washington Wine was mentioned in editorial coverage 1.8K times in 2023. These mentions collected a reach of 13.6B which is up 31% in comparison to the previous year. All combined, the coverage calculated a 92% positive sentiment for Washington wine.

Of these mentions, 145 articles were a direct result of the work of the wine commission team and our PR contractors, collecting a reach of 679M.



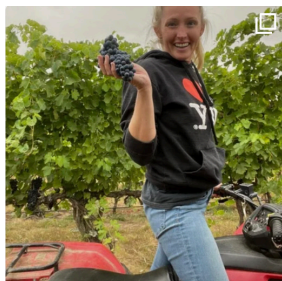


# COMMUNICATIONS HIGHLIGHTS: DIGITAL STORYTELLING

## SOCIAL MEDIA

We looked at our social media year over year:

- On Facebook, Washington Wine reached **98,079** fans with posts receiving **217.29K** impressions.
- On Instagram, Washington Wine increased by **1,229** followers to a total of **30,612** with posts receiving **532.24K** impressions.
- Both Facebook and Instagram combined engagement reached **68.09K**.
- Video views increased nearly **30%** over the previous year



Sep 26, 2023 6:00 PM

Engagement Rate - Organic **1.11%**  
 Effectiveness - Organic **10.67%**  
 Total Engagement **340**  
 Reach - Organic **3,187**



Jun 30, 2023 7:00 PM

Engagement Rate - Organic **1.47%**  
 Effectiveness - Organic **10.54%**  
 Total Engagement **443**  
 Reach - Organic **4,203**



Jan 4, 2023 6:06 PM

Engagement Rate - Organic **1.81%**  
 Effectiveness - Organic **9.50%**  
 Total Engagement **542**  
 Reach - Organic **5,707**



Jan 2, 2023 9:00 PM

Engagement Rate - Organic **1.34%**  
 Effectiveness - Organic **8.32%**  
 Total Engagement **400**  
 Reach - Organic **4,806**

## ALUMNI SERIES

Currents students from Walla Walla Community College's V&E program interviewed winemaker & winegrower alums. The stories live on [washingtonwine.org](http://www.washingtonwine.org), and are promoted on social media.



STORY

**"I came in through food. I used to be a sous chef in Indiana." — Jason Fox**



STORY

**"We don't have many rules here and the sky is the limit." — George-Anne Robertson**

## HISTORYLINK

Washington Wine partnered with [HistoryLink.org](http://www.historylink.org) on a multi-year project to capture the historical stories and milestones of our industry. As part of this effort, HistoryLink will capture the biographies of a handful of founders every year.





# RESEARCH HIGHLIGHTS

## TACKLING RESEARCH PRIORITIES

For seven consecutive years, the Washington State Wine Commission Board of Directors has awarded about **\$1 million** in viticulture and enology research grants through the statewide research program at Washington State University and our own grant program. This equates to around **20-25** projects per year. The Washington wine industry's research program is guided by a strategic research plan and dedicated grower and winery volunteers keep the industry-guided and industry-driven program focused on solving industry problems. All Washington grape growers and wineries have access to research results, regardless of size.

### MEALYBUG MATING DISRUPTION GRANT

WSU scientists completed the first of a three-year project to develop a sustainable strategy to control the grape mealybug vector of grapevine leafroll virus. Washington Wine received a Specialty Crop Block Grant for \$205,000 from the Washington Department of Agriculture in 2022 to evaluate grape mealybug mating disruption. Earlier research supported by the Washington wine industry was leveraged to receive this larger grant. Results from the first year are promising!

### USDA-ARS WORKSHOP

Washington Wine participated in the USDA-ARS Grape Industry Workshop held in Beltsville, Maryland in November. The workshop, sponsored by the National Grape Research Alliance, brought together 50 ARS administrators and scientists with 30 grape stakeholders to discuss grape research priorities and concepts for the future. Grape leafroll virus was identified as one of the top three concepts, along with genetic improvements and climate resiliency. The Research Alliance, of which Washington Wine is a board member, will help turn the concept into a research proposal by supporting the planning and grant seeking process.

### NEW RESEARCH VINEYARD PLANTED

A new, 4-acre research and extension vineyard, with funding support from Washington Wine, was planted in May at WSU's Prosser research center. The vineyard project, planted on rootstocks, is part of the state's Soil Health Initiative and will evaluate management practices for soil health, such as cover crops, compost, winter protection of graft unions, and more. The vineyard is a partnership between USDA's Agricultural Research Service (ARS), Washington Department of agriculture, Conservation commission and WSU.

### SMART VINEYARD FIELD DAY

**50** industry members, students and scientists participated in the Smart Vineyard Field Day in July that was co-sponsored by Washington Wine, WSU and the Ag AI Decision Institute. The field day demonstrated different irrigation sensors, misting and fixed spray systems for cooling, and other microclimate technologies that are under evaluation in WSU's Smart Vineyard. The Smart Vineyard is funded by WSU, the Ag AID Institute and the Washington Wine.



**42** research articles, news, press releases, radio broadcasts, reports written, or content provided by Washington Wine and published in trade publications like Wine Business Monthly, Good Fruit Grower, digital newsletters, newspapers, and the weekly radio program Wine Minute.

**1,035,000** reach of research communications.

**342** industry members, scientists and students connected with research through a variety of events and platforms: 4 WAVE webinars on stuck fermentations, nematode management, direct root zone irrigation and spotted lanternfly, a Smart Vineyard demonstration, an in-person WAVE seminar, virtual Research Review and the annual research survey.

**6** Issues of WAVE Research Report published. The WAVE Research Report newsletter and WAVE research seminars and webinars are the most preferred way for Washington wine grape growers and wineries to stay up on research happenings, according to 2023 Research Survey findings.



## ABOUT WASHINGTON WINE

The Washington State Wine Commission represents every licensed winery and every wine grape grower in Washington State. Guided by an appointed board, the Commission provides a marketing platform to raise positive awareness of the Washington State wine industry and generate greater demand for its wines. Funded almost entirely by the industry through assessments based on grape and wine sales, the Commission is a state government agency, established by the legislature in 1987. The Washington State Wine Board is made up of growers, producers, a WSDA representative, and a distributor.



### WSWC BOARD MEMBERS EFFECTIVE JULY 1, 2023

MEMBER	POSITION & TERM	GROWER	LESS THAN 50 ACRES VINIFERA GRAPES IN PRODUCTION	MORE THAN 100 ACRES VINIFERA GRAPES IN PRODUCTION	PRODUCE AND SELL THEIR OWN WINE	WINE PRODUCER	PRODUCES LESS THAN 25K GALLONS ANNUALLY	PRODUCES LESS THAN 1M GALLONS ANNUALLY	PRODUCE WINE FROM THEIR OWN GRAPES	WINE DISTRIBUTOR
Eller, Lynda	1 6/30/26					■		■	■	
Dugan, Tom	2 6/30/25					■				
Alfonso, Shylah	3 6/30/24					■	■			
Ware, John	4 6/30/25					■	■		■	
Moser, Anna	5 6/30/25					■	■		■	
Gupta, Devyani	6 6/30/26	■	■		■					
Boushey, Dick	7 6/30/25	■		■						
Drury, Sadie   Chair	8 6/30/24	■		■						
Casciato, Kade	9 6/30/25	■	■							
Newhouse, Todd	10 6/30/24	■		■						
Elbe, Courtney	11 6/30/26									
Nance, Christian	12 6/30/26									
Perry, Rianne	WSDA 6/30/24									

### 2023 WASHINGTON WINE STATISTICS

- 55,000+ acres planted
- 240,000 tons of grapes harvested (2022)
- 1,050+ wineries
- 15M cases produced annually
- 20 AVAs
- 80+ varieties produced

Source: USDA & WSLCB



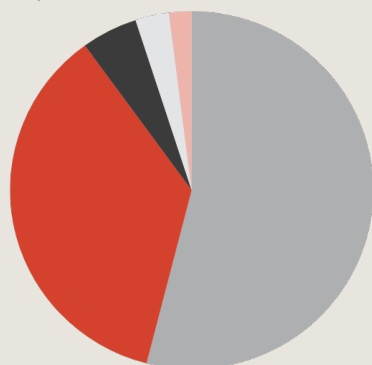
## FINANCIALS

Washington State Wine is required to collect assessments from both wineries and growers to fund its activities. These two assessments are collected separately. The first—the assessment on all licensed wineries in Washington State—is collected monthly by the Washington State Liquor and Cannabis Board (WSLCB) through wineries’ monthly reports to the WSLCB, a small percentage of which is forwarded to Washington Wine. The second—the assessment on all growers of vinifera wine grapes in Washington State—is collected annually by the Commission itself. Both wineries and growers contribute to the marketing budget; wineries contribute \$0.08 per gallon and growers contribute \$12 per ton of grapes.

Our financials are shown below by our Fiscal Year, which ran from July 2022-June 2023. Due to the most recent harvest numbers, reductions to certain areas are being made in FY24.

### FY23 INCOME

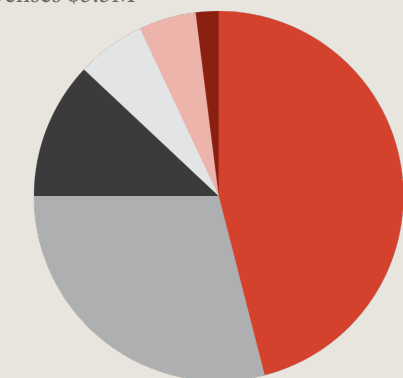
Total Income \$5.3M



- Grape Assessment: 54%
- Wine Assessment: 36%
- State Liter/Excise Tax: 5%
- Events & Misc.: 3%
- Export Grant Funding: 2%

### FY23 EXPENSES

Total Expenses \$5.3M



- Marketing & Communications: 46%
- Personnel: 29%
- Operations: 12%
- Research Reserve: 6%
- Research: 5%
- Reserve: 2%

## WASHINGTON WINE STAFF

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