

A wide-angle, aerial photograph of a vineyard at sunset. The vineyard is composed of numerous parallel rows of grapevines, which are densely packed and create a textured, green pattern across the hillside. The sun is low on the horizon, casting a warm, golden glow over the entire scene. In the distance, a city skyline is visible, with numerous lights from buildings and streets. The sky is a mix of orange, yellow, and blue, with some wispy clouds. The overall atmosphere is serene and beautiful.

2025 ANNUAL REPORT

WA  
—  
46°N  
WINE





Dear Washington State Wine Industry Colleagues,

As I reflect on the past year, I am continually reminded of the resilience, creativity, and collaborative spirit that define Washington's wine industry. Amid ongoing economic pressures, shifting consumer behavior, and evolving global markets, our community continued to adapt, innovate, and move forward together.

Guided by our mission, the Washington State Wine Commission remained focused on advancing the reputation and long-term growth of Washington wine. By fostering collaboration among growers, wineries, researchers, and trade and industry partners, we invested strategically in marketing, research, and partnerships that support innovation, deliver value, and strengthen Washington's presence in domestic and global markets.

This annual report highlights our efforts across core program areas—trade partnerships, consumer and trade activations such as Taste Washington, WAugust, and a focused walk-around tasting and seminar in Miami. We focused on meaningful communications and public relations, and continued to put a heavy emphasis on viticulture and enology research. Each program is designed to strengthen market presence, support industry collaboration, and advance the quality and competitiveness of Washington wine.

I am deeply grateful to our growers, wineries, Board of Commissioners, partners, and Commission staff for their leadership and collaborative spirit. Their engagement is the foundation of our progress.

As we look ahead, challenges remain. Yet with a strong foundation built on quality, sustainability, and collaboration, Washington wine is well positioned for the future. This report reflects what we accomplished together and the priorities guiding our work in the year ahead.



Kristina Kelley  
Executive Director  
Washington State Wine Commission



## OUR VISION

WASHINGTON WINE ON EVERY TABLE.

## 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.

## 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 2023 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 officially rolled out in 2024. In 2025, we continually worked on refining and adjusting our programs to best align with meeting the goals of the strategic plan in current market conditions.

## 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.

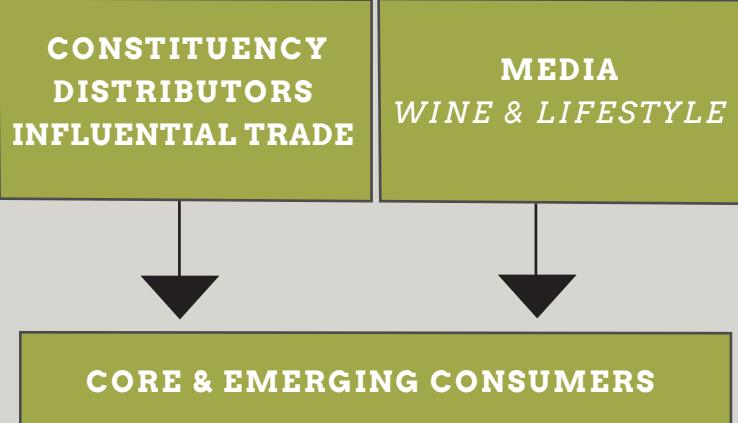
### Adaptable

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 staff and board continue to adapt an action plan to holistically integrate diversity, equity, inclusion, and belonging efforts into our strategic plans, programs, and business operations. In 2025, we supported industry-wide learning opportunities including a session at WineVit titled "The Roots of Inclusion: Centering Community & Belonging in WA Wine." We continued efforts to make data and technology more accessible, and partnered with organizations who have long been leading the way in this work.

## 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:





## CALENDAR AT-A-GLANCE

Jan	Feb	Mar	Apr	May	June
Annual Research Survey	 2x Session Manager	 ▪ Dinner Series ▪ Pacific Standard ▪ New Vintage ▪ Sunday Brunch ▪ Seminar Series ▪ No Frills ▪ Sustainable WA Marketing Activation	Harvest 2024 Communications	Asia Tour: Fukuoka, Osaka, Tokyo, Seoul	Annual WRAC Meeting
Research Grant Applications Close	Research Review		Korea Inbound	ABSCO WA Wine Tasting	ABSCO Inbound Trip & WA Wine Seminar
Leafroll Areawide Workshop	Industry Town Halls				End of Fiscal & Year-End Budgeting
 WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY	Quarterly Regional Assoc. Roundtable			 WASHINGTON ADVANCEMENTS IN VITICULTURE & ENOLOGY	3-Day PLCB Masterclass
Miami Trade & Media Tasting	VinExpo Paris	Taste Washington Inbound Media Hosting		WA Wine Tasting in Boston	
Miami Trade & Media Seminar	Vancouver Intl. Wine Festival	Taste Washington Inbound Trade Hosting		Announce recipient of Allen Shoup Memorial Fellowship	
Jeb Dunnuck Washington Visit - Virgine Boone	Manchester and London Tastings			Quarterly Regional Assoc. Roundtable	
	Decanter Washington Visit	James Suckling team Washington Visit		Jeb Dunnuck Washington Visit - Virgine Boone	
		Distributor Education - California			
		Copenhagen Tasting			
		Zurich Tasting			
		ProWein			

### Ongoing:

Board Meetings, Committee Meetings, Constituent Communications, Contract Management, DEI Task Force and Trainings, Budget Management, Human Resources and Payroll, Website Management, V&E Research,



# July

# Aug

# Sept

# Oct

# Nov

# Dec

Smoke Summit  
(WCSETF)

Anthony Mueller  
Washington Visit

*WAugust*

HEB, QFC, and  
Fred Meyer  
Activations  
On-Prem  
Programming  
Landry's Sip & Sea

Auction of  
Washington Wines



Washington State Wine  
Experience: Intl Inbound

Quarterly Regional  
Assoc. Roundtable

Host PLCB in WA

WA Wine Inter-Agency  
Offsite Collaboration

Harvest Related  
Media  
Communications

Vinous  
Washington Visit

Haggen WA Wine  
Training

Sustainable WA  
Photoshoot

Come Over October  
campaign

Trip to D.C. with  
WSDA & WSU

State Tourism  
Conference

Media tour for Allen  
Shoup Memorial  
Fellowship recipient

ABC Fine Wine &  
Spirits Virtual WA  
Wine Trainings

Grape Assessment  
Communications

Washington Ag  
Creator Experience

Wine Advocate  
Washington Visit

Mark Wine Group  
Inbound trip

Grape Assessments  
Open

Taste WA 2025  
Press Release

Quarterly Regional  
Assoc. Roundtable

UK Media Activation

Nordics Activation

WAldays Social  
Campaign

Road Trip Alumni  
dinner in Denver

Research Grant  
Programs Open

## MARKETING HIGHLIGHTS

### TASTE WASHINGTON

Taste Washington 2025 marked a record-breaking year for the festival, drawing more than 9,000 total attendees across all events, which was the highest attendance in its history. Marketing efforts by SE Productions delivered significant reach and visibility, generating tens of millions of advertising, owned, and earned impressions and reinforcing Taste Washington's position as a premier food and wine event.

The Grand Tasting, held March 15–16 at the Lumen Field Event Center, served as the anchor event of the weekend and welcomed the majority of attendees. The event featured a broad and dynamic mix of wineries, wine associations, and culinary partners, creating a high-energy showcase of Washington's wine and food community. Additional programming throughout the week included Pacific Standard, The New Vintage, No Frills!, and the Dinner Series, which offered more intimate, curated experiences that highlighted collaboration between winemakers and chefs while reaching distinct audience segments.

Continuous improvement remained a priority in 2025, with a focus on smoother load-in for winery and culinary partners, an elevated VIP experience from prior years, expanded restaurant participation, and new and enhanced and expanded activations such as Mega-Blend, Bubbles and Bingo, and a dedicated dessert section. Increased social media storytelling further amplified winery and culinary partner visibility.

Partner feedback was overwhelmingly positive, with all surveyed wineries indicating they would participate in Taste Washington again, underscoring the strength and long-term value of the festival.



### The Seminars

WSWC spearheaded 3 seminars as part of the Taste Washington lineup:

- "Northern Brights: Redefining Washington White Wines" moderated by Sean Sullivan
- "King Cabernet: A Historic Tasting of Washington's Finest" led by Bob Betz, MW
- "Icons and Innovators: The Wines That Defined Washington" moderated by Chris Tanghe, MS

97% of all available tickets to The Seminars were sold out.

The Seminars recruit a team of more than 40 top sommeliers from around the Pacific Northwest, who volunteer their time to pop, proof and pour more than 2,500 glasses of wine.

## TASTE WASHINGTON INBOUND TRADE

As part of Taste Washington, a select group of top trade professionals from Chicago and New York participated in a multi-day experience to strengthen relationships and support Washington wine. Early arrivals joined an optional Woodinville excursion with a blending session at Chateau Ste. Michelle and a hosted lunch with the inbound media group.

The week included two intimate winemaker dinners, one at Palisade as a thank you to Landry's Restaurant Group for their support of Washington. This dinner included local trade, the inbound trade and media groups, as well as five WA wineries. Additional experiences included Bubbles and Brunch with a Washington sparkling producer, Pacific Standard, educational seminars, and the trade portion of the Grand Tasting.

The Washington State Wine Commission also hosted top Winebow trade members, covering travel and access to seminars and the Grand Tasting to reinforce relationships and WA awareness.



## TASTE WASHINGTON WINE MONTH

We continued to repurpose prior year Taste Washington Wine Month creative to maximize budget efficiency. Local activations were executed in partnership with QFC, Costco, and Total Wine, supplemented by a small paid social campaign in collaboration with SE Productions.

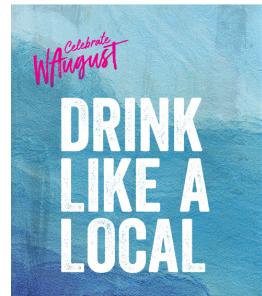
## WAUGUST

For the fourth year in a row, WSWC adopted WAUGUST as the promotional campaign for Washington Wine Month. In-house creative focused on the message "Drink Like a Local," highlighting Washington wine's quality, economic impact, and role in supporting local jobs and communities.

We partnered with key retail accounts including Costco, QFC, and Total Wine and More, with additional national support through Costco Midwest, extending the campaign across hundreds of stores. Retail activity showed strong consumer interest, particularly in white and rosé wines, and QFC further supported the campaign through a store-level sales competition that drove engagement across multiple locations. Additionally, WSWC created a digital toolkit complete with downloadable assets for the industry.

Education remained a key focus, with Haggen requesting a Washington wine-led training and tasting for store stewards. The session featured the top five produced varieties in Washington in SKUs already available in store-sets. This paired with the Washington Wine 101 and reinforced Washington knowledge amongst the 15 Haggen stewards present.

In result, according to data pulled by Danny Bragger from sources including NIQ, Wine Business, and Ship Compliant, WA Wine DtC shipments were up +91% over the prior month, and total share of all DtC shipments grew to 5.7% vs the prior month of 3.3%. Additionally, off-premise rose 4.5% over prior month in all WA Table Wine, and WA wine's off-premise share of domestic table wine went from 4.2% to 4.4%.



## MARKETING HIGHLIGHTS

### TRADE ENGAGEMENT

#### Breakthru/Aspect Distributor Training & Washington Wine Focus

##### California

In March and April 2025, Road Trip alum Brian Fitzpatrick led a Washington Wine sales focus with Breakthru/Aspect, setting targeted goals for new account placements across California. With our support, the team executed a five-day market visit featuring three Washington wine brands across multiple California markets, concluding with a 30-minute Washington wine training led by David Flaherty for 150 sales professionals in Los Angeles.

#### Pennsylvania 3-City WA Wine Masterclass with PLCB

##### Pennsylvania

In June 2025, we partnered with the Pennsylvania Liquor Control Board to present a 4-hour Washington Wine masterclass across three cities—Philadelphia, Harrisburg, and Pittsburgh. Moderated by David Flaherty and featuring five Washington winemakers, the program reached 150 PLCB employees representing 120 retail stores. In the six weeks following the seminars, PLCB reported sales of more than 104,000 bottles of Washington wine, a 12% increase over the prior year.



#### John Wagner PLCB Buying Trip

##### Washington

In August 2025, we hosted John Wagner, Wine Buyer and Category Manager for the Pennsylvania Liquor Control Board, for a five-day visit through Eastern Washington. The trip included meetings with more than 30 wineries to evaluate sales opportunities, and, following the visit, Wagner purchased more than 6,000 cases from over a dozen Washington wineries.

#### WA Wine Dinner at The Somerset Club

##### Massachusetts

In May 2025, Road Trip alum PJ Alexander hosted Washington Wine at the Somerset Club in Boston for a walk-around tasting followed by a six-course dinner for 80 club members. The event featured six Washington wineries and marked the first time a single wine region was highlighted, introducing members of one of Boston's most prestigious private clubs—renowned for its exceptional wine program—to Washington State wines.



#### BTG Program + Mark Wine Group Inbound Washington

In 2025, we advanced our By-the-Glass initiative to secure national and regional on-premise placements for Washington wines. Following final interviews with two prospective partners and Board participation, a contract was signed with The Mark Wine Group in October. Five Mark Wine Group team members then completed a five-day immersive visit to Washington State, meeting with 24 wineries representing distribution in more than 30 states.

#### Road Trip Denver Alumni Event

##### Colorado

WA Wine hosted a Road Trip alumni dinner in Denver with 16 trade guests. Designed to both reconnect with Road Trip alumni and recruit new candidates, the dinner brought together alumni, as well as their guests they'd like to nominate for the program. We presented a four-course, family-style meal, fostering strong engagement and reinforcing the collaborative culture of our industry.

#### ABC Fine Wine & Spirits Trainings

We did two virtual trainings for ABC Fine Wine & Spirits wine specialists in October, with a total of 61 attendees.

## TRADE ENGAGEMENT

### Landry's Partnerships

#### *Multi-state*

In partnership with Landry's and its restaurant and events teams, we supported a series of on- and off-premise activations designed to increase visibility and sales of Washington wine across multiple markets. During Washington Wine Month, Landry's featured WA wines across 13 RUI restaurant locations in five states, delivering sustained, multi-month exposure. Landry's also led a Washington wine dinner feature across eight RUI restaurants, welcoming 150 guests and generating \$23,800 in revenue, with Washington Wine providing support where possible.



Landry's further drove consumer engagement through large-scale events and festivals, including the Washington State Wine Fest held May 17 at the Tower of the Americas in San Antonio. Planned and curated by Landry's events and wine leadership, the event welcomed approximately 900 guests and was supported by billboard, radio, and television promotion. Washington Wine supported the event alongside distributors and participating wineries. In Seattle, Landry's WINEFEST - Sip & Sea featured two dozen Washington wineries and welcomed more than 400 attendees. Attendance increased from the prior year and feedback from Landry's indicated that the event would continue in Seattle in 2026.



### Albertsons Safeway (ABSCO) Inbound

#### *Washington*

In May we partnered with Albertsons leadership to provide a series of immersive trade experiences highlighting Washington wine for their wine-buying team. Early in the year, a call to the industry invited wineries to submit Cabernet Sauvignon and aromatic whites for consideration. Over 90 wineries submitted more than 300 wines, with 68 wineries and 135 wines selected for a blind tasting. Five Albertsons decision makers, including corporate and assistant buyers and representatives from Private Label and regional banners, tasted through all selections in a structured session, identifying favorites that shaped the Albertsons Companies seminar held in June. Selected wines were also put on the "highly-recommended" store sets for wine buyers to consider adding to their programs.

To further strengthen relationships, we helped organize an all-day sales meeting for Albertsons buyers from across the country. Programming included a welcome reception, dinners, business sessions with tastings, retail store visits, and a seminar and blind tasting led by the WSWC. These experiences provided buyers with a comprehensive view of Washington, our wines, and the quality and diversity of our offerings.

Additionally, a quick day-long tour in Eastern Washington offered buyers first-hand exposure to Washington wine country, including vineyard operations, winemaking practices, and regional storytelling. The tour reinforced the value of Washington wine, built stronger relationships with ABSO partners, and provided an engaging, educational experience that highlighted Washington and all our state has to offer.

## MARKETING HIGHLIGHTS

### MIAMI TRADE & MEDIA TASTING

In January, we partnered with our NY-based contractor, Colangelo & Partners to host an educational seminar followed by a walk-around wine tasting in Miami, FL at the [Mayfair House Hotel & Garden](#). Designed to strategically engage the Miami market, the event focused on building Washington wine brand awareness among key trade and media audiences while strengthening distributor and trade relationships.



#### Key Event Metrics

- 153 total attendees (230 RSVPs)
- 50 participating wineries (max capacity)

The walk-around tasting attracted a well-balanced and highly relevant audience, with strong representation from distributors and importers, restaurant and bar professionals, retailers, media, wine consultants, and wine education institutions. This diverse mix of trade and media attendees created valuable opportunities for relationship-building, education, and helping to extend WA wine's reach across multiple tiers in the market.

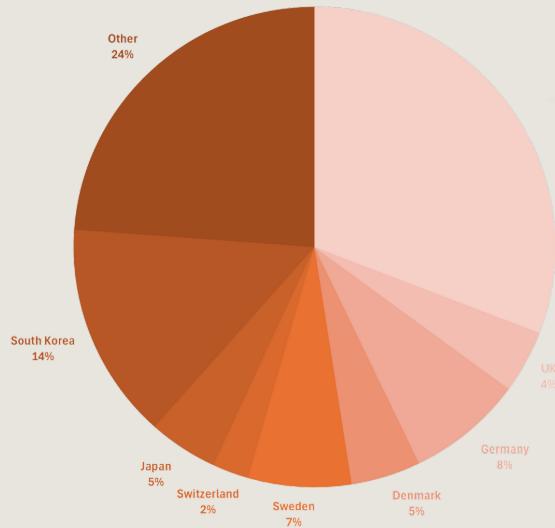
Post-event survey results showed a positive response to our tasting. Overall event experience was rated highly, with 85% of respondents giving the event a top score of 5 and the remaining 15% rating it a 4. The quality of wines received similarly positive feedback, with 70% rating the wines a 5 and 30% rating them a 4. Attendees also reported meaningful educational impact, as 100% indicated increased knowledge of the WA wine region.

### MIAMI SEMINAR

As part of the Miami Trade & Media Tasting, we hosted an educational seminar led by renowned wine educator Elaine Chukan Brown, attended by 52 trade and media guests including distributors, educators, on- and off-premise buyers, and media. Through a guided tasting and winemaker panel, the seminar highlighted Washington State's leading grape varieties and introduced attendees to the terroir, climate, innovation, and people that define Washington as a world-class wine region.



# INTERNATIONAL MARKETING HIGHLIGHTS



## KEY INTERNATIONAL EVENTS

- European Trade Tastings in: London, Manchester, Copenhagen and Zurich.
- VinExpo Paris 2025
- Prowein 2025
- Vancouver International Wine Festival
- Masterclasses and Trade Tastings in Fukuoka, Osaka, Tokyo, and Seoul
- Pacific Northwest Wine Specialist Certification Level II in Denmark
- London Pacific Northwest Tourism Media Event
- We hosted inbound trade and media trips to Washington from Korea and from across Europe.



31 Washington Wineries reported international sales in FY24/25, reporting \$23 million in export sales in more than 60 countries.

Our target markets, illustrated in the chart to the left, represent about 75% of export sales. This amounts to a 40% decrease in export sales reported, mostly attributable to the removal of US alcohol products from Canadian shelves and the tariffs introduced in February of 2025.



## KEY PARTNERSHIPS

We continue to collaborate in meaningful ways with the Washington Winegrowers Association, Washington Wine Institute, Auction of Washington Wines, the Washington Wine Industry Foundation, our regional associations, and tourism organizations on different programs and events. We are proud to work together for the greater good of our wine community.



Using funds from the Specialty Crop Block Grant and in partnership with Washington Winegrowers, we worked with GreenRubino to finalize the Sustainable WA brand identity, develop a tagline, and reimagine the consumer-facing website, [sustainablewa.com](https://sustainablewa.com). The finale slogan, “What rooted us then sustains us now,” will be used across consumer and industry events, marketing materials, and social media channels. A comprehensive list of vineyards that are certified as well as wines with the Sustainable WA Certified logo is also available on the updated website.

In addition to the brand work, WSWC created a suite of tools for industry use, including tri-folds, stickers, bottle neckers, one-pagers, and web-ready digital graphics. To support final brand and asset development, we conducted a five-day tour across Washington, visiting Sustainable WA certified vineyards to capture photography and b-roll. This content will be used to produce a Sustainable WA video scheduled to launch in 2026.



## WINEVIT

We acted as session manager for two WineVit sessions: **Cracking the Distribution Code: Strategies for Washington Wineries**

- The session covered the U.S. three-tier system, legal considerations, and the strategic tradeoffs between direct-to-consumer and distributor models, while offering practical guidance on distributor readiness, partner selection, and relationship management.



**The Roots of Inclusion: Centering Community & Belonging in WA Wine**

- This session featured WA wine industry leaders who are breaking barriers and leading the way in inclusion and belonging in our state. They covered everything from diverse representation, retention, community and customer engagement, accessibility and how to intentionally focus on diversity, inclusion and belonging.



## KEY PARTNERSHIPS

### COME OVER OCTOBER

As part of our ongoing efforts to support and collaborate with key industry influencers, and in partnership with Come Over October, we developed a custom in-house digital toolkit and campaign assets to support the initiative. Content was shared across our social channels, while industry partners were encouraged to participate and amplify the movement through their own platforms. The campaign aligned WA Wine with a nationally recognized influencer-led initiative, extending reach and reinforcing engagement within the broader wine community.



### WA AG EXPERIENCE

We partnered with the Washington Potato Commission, Washington Beef Commission, and Washington Dairy on an epic 3-day familiarization tour through #WashingtonAg country. We invited PNW-based influential content creators on a curated itinerary including unforgettable excursions to vineyards, farms, dairies, and ranches; hands-on WA-focused cooking classes; and farm-to-table community feasts.

The objective was to obtain digital content for a buy local push during the holiday season, to be utilized via our social channels and other digital mediums. The other huge objective was to begin working with other commodity commissions in an impactful way, working towards larger partnership campaigns.



As an early result of this partnership, all four commissions partnered with [Homemade](#) on "Pocket Chef," a first of its kind "text a Chef" service that delivers real-time recipe inspiration straight to shoppers' phones. It launched in five Safeway stores in Seattle for the holiday season.

### EDUCATIONAL PORTAL

During a meeting with Safeway's corporate buying team, it was identified that an educational course on Washington wine would be valuable across their 2,200-store network. As a result, Washington Wine pursued a partnership with [Napa Valley Wine Academy](#) to develop a Washington Wine 101 course. This project is a joint domestic and international marketing initiative and will feature a dedicated Washington wine educational platform with videos, quizzes, maps, and additional learning resources. The course will be integrated into the Albertsons Companies educational portal and is expected to launch to the WA wine industry and our trade and media partners by June 2026.



## COMMUNICATIONS HIGHLIGHTS

### MEDIA RELATIONS

10 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.

6 high-profile wine critics traveled to Washington for in-person tastings in preparation of their annual Washington Reports: Virginie Boone (Jebdunnuck.com), Claire Nesbitt and Andrii Setiuk (Jamessuckling.com), Anthony Mueller (AnthonyMueller.com) Eric Guido (Vinous), Erin Brooks (Wine Advocate). The WSWC team handled all coordination between reviewers & wineries.

100+ media received sample mailings from Washington wine throughout the year, as part of our ongoing work with our national PR agency, Colangelo & Partners.

7 press releases went out in 2025, with a higher-than-average open rate. Each press release was sent to 1,000+ writers and communicators.

### OVERALL RESULTS

Washington Wine was mentioned in editorial coverage 2.2K times in 2025. These mentions collected a reach of 23B.

Of these mentions, 155 articles were a direct result of the work of the wine commission team and our PR agency, collecting a reach of 2.9B.

### ALLEN SHOUP FELLOWSHIP

In partnership with the Auction of Washington Wines, Washington Winegrowers Association, and Washington Wine Industry Foundation, WSWC awarded the second "Allen Shoup Memorial Fellowship for Writers and Communicators" to Amy Beth Wright. Chosen by an expert panel, Amy Beth traveled to Washington for an immersive trip to vineyards and wineries. She has written several articles, with more to come in the years ahead.



## COMMUNICATIONS HIGHLIGHTS

### SOCIAL MEDIA

#### 2025 Highlights:

- WA Wine's social channels reached **143.24K** combined followers in 2025 with posts receiving **688K** views.
- On Instagram, we saw **425,408K** total views, an increase of **105%** over the previous year.



### AFTER95

In 2024, the WSWC —through the Northwest Wine Coalition—was allocated funding through the Regional Agricultural Promotion Program (RAPP) and identified the commissioning of a new set of photo and video assets for use in marketing abroad. We subsequently hired AFTER95 to complete four photo shoots - the last two of which were completed in 2025.



### WALIDAYS

In response to industry input and requests for a holiday campaign, we developed a social and digital campaign using in-house resources. The campaign, [Home for the WALidays: Nothing Tastes Like Home](#), served as a seasonal extension of WAugust and encouraged local consumers to gift, buy, and enjoy WA wine during the holidays. Creative assets were shared with wineries in mid-November, followed by a social media rollout from Thanksgiving through the New Year, using content captured by the International Marketing team during a year-long photoshoot with AFTER95 partners. Initial response to the campaign was enthusiastic, and WSWC plans to expand participation with additional retailers and wineries in 2026.

## RESEARCH HIGHLIGHTS

### WA WINE RESEARCH PROGRAM: SOLVING PROBLEMS

The end goal of the Washington wine industry's support of viticulture and enology research at Washington State University is to develop Washington-specific tools to improve overall wine quality and keep grape growers and wineries viable. Two key research priorities are smoke and leafroll virus. In the past year, 12 research projects were funded by the four program contributors: Auction of Washington Wines; WSU; State liter tax on all wines sold; and the Washington State Wine Commission. Topics under study include wine and grape smoke exposure risk, wine impacts from frozen leaves, winterization of grapevines, tannin management in winemaking, sustainable pest and disease management strategies, heat stress modelling, vineyard soil health, and more. Many of the projects funded are leveraged for additional grants. An example is—for the first time—funding from the American Vineyard Foundation to co-fund with the Washington wine industry a project studying tannin management. Grower and winery volunteers keep the industry-guided and industry-driven program focused on tough industry problems. Outcomes of research projects, accessible to all Washington grape growers and wineries, regardless of size, are shared with stakeholders throughout the year on a variety of platforms.

### WAVE AND WAVEX OUTREACH

The Washington wine industry's signature research event teamed with WSU's Ravenholt Lecture Series for the WAVE/Ravenholt Sustainability in Action research seminar in April. A packed-room of growers and wineries listened to speakers from across the nation share innovative, sustainable approaches to pest and disease management and winery practices. The highlight was the Ravenholt keynote speaker Dr. Mary Retallack, leader of Australia's Ecovineyards Program, who discussed holistic vineyard management. After the seminar, Washington Wine and WSU hosted several days of vineyard and winery tours to connect Dr. Retallack with growers and winemakers. More than 15 research posters were also displayed during the seminar. Three WAVEx webinars, held in January, March and May, shared research learnings from smoke exposure, soil health and tannin management. WAVE and WAVEx presentations can be viewed at: [www.washingtonwine.org/wave](http://www.washingtonwine.org/wave).



### SHARING RESEARCH OUTCOMES

Washington Wine uses multiple venues to share research findings and make them accessible to all wineries and wine grape growers. All in all our research communications efforts had a potential reach of **1M**.

- More than **200** research reports, articles, presentations and videos are open access in the online Research Library, which is part of Washington Wine's website.
- **61** research articles, news items, press releases, radio broadcasts, and content provided by Washington Wine in trade publications like Wine Business Monthly, Good Fruit Grower, digital newsletters, newspapers, and the radio program Wine Minute (AM610).
- **475** industry members, scientists and students participated in research-related events during 2025: WAVE/Ravenholt seminar, WAVEx webinars, post-WAVE/Ravenholt sustainability tour; Red Mountain AVA areawide leafroll virus meeting; hybrid Research Review; and the annual research survey.

## RESEARCH HIGHLIGHTS

### WSDA GRAPE MEALYBUG GRANT

Washington Wine completed its three-year grape mealybug grant from the Washington State Department of Agriculture's Specialty Crop Block Program in September. The \$205,000 grant supported research conducted by WSU to develop a sustainable way to control grape mealybug, a vector of grapevine leafroll virus. Previous research supported by Washington Wine leveraged the WSDA grant that funded WSU scientists to evaluate the effectiveness of disrupting the mating of grape mealybugs by confusing males with the female sex pheromone. Research funded by the grant showed that mating disruption is a viable tool to help reduce grape mealybug populations. The manufacturer of the pheromone dispenser is waiting for registration approval from EPA. Washington Wine will apply for a second WSDA grant in 2026 to further mealybug and leafroll research by collecting data to validate a grape mealybug phenology model, developing best management practices for the vector and virus, and more.



### WEST COAST SMOKE EXPOSURE TASK FORCE

The WCSETF, of which Washington Wine is on the Steering Committee, Communications Committee and co-chair of its Research Committee, continued its communication efforts in 2025 to share research updates and outcomes with the wine industry. The task force published 3 newsletters, 2 research bulletins, and created promotional material to highlight the task force website, which houses smoke resources. Washington Wine assisted with developing content for the publications. The communication efforts were funded through a grant from the USDA Agricultural Research Service that was coordinated by the Washington Wine Industry Foundation. Additionally, the task force hosted its fifth annual Smoke Summit in July, a virtual event to share research and crop insurance updates with industry. Recordings of all summits and links to the newsletters and bulletins can be found on the website at [wcsetf.org](http://wcsetf.org).

### SCRI ADVISORY COMMITTEES

Washington Wine provided input to two nationally funded research projects in 2025. In May, Washington Wine participated in the final meeting of the High Resolution Vineyard Nutrient Management Project, a \$4.75 M grant led by WSU's Dr. Markus Keller. In June, Washington Wine attended the Smoke Symposium in California that was part of the federal smoke research project, a \$7.6 M grant led by Oregon State University, WSU and the University of California, Davis. Both projects were funded through the U.S. Department of Agriculture's Specialty Crop Research Initiative. Industry advisory committees are important components of the federally-funded projects as they provide industry feedback to scientists and help ensure the research stays relevant to stakeholders.



## 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 JAN 1, 2025

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 MORE THAN 1M GALLONS ANNUALLY	PRODUCE WINE FROM THEIR OWN GRAPES	WINE DISTRIBUTOR
Eller, Lynda	1 6/30/26					■		■	■	
Dugan, Tom   Treasurer	2 6/30/25					■			■	
Williams, JJ	3 6/30/27					■	■		■	
Vogele, Thomas	4 6/30/25					■	■		■	
De Kleine, Becca	5 6/30/27					■		■	■	
Gupta, Devyani   Vice Chair	6 6/30/26	■	■		■					
Boushey, Dick	7 6/30/25	■		■						
Flanagan, Ryan	8 6/30/27	■		■						
Casciato, Kade	9 6/30/25	■		■						
Newhouse, Todd   Chair	10 6/30/27	■		■						
OPEN	11 6/30/26									■
Monson Jackson, Taylor	12 6/30/26					■				
Roy, Madison   WSDA	13 6/30/27									

## 2025 WASHINGTON WINE STATISTICS

- 50,000+ acres planted
- 150,000 tons of grapes harvested (2024)
- 1,000+ wineries
- 10M cases produced annually
- 21 AVAs
- 80+ varieties produced

Source: USDA & WSLCB



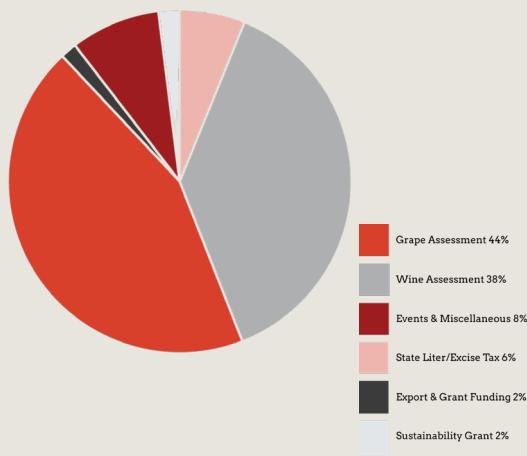
## FINANCIALS

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 2024-June 2025. In these uncertain times, we continue to adjust and prioritize programs to have the biggest impact.

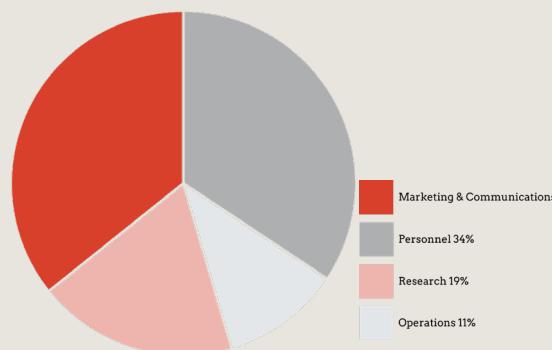
### FY25 INCOME

Total Income \$4.1M



### FY25 EXPENSES

Total Expenses \$4.1M



\*The numbers shown below do not include reserve funds.

## WASHINGTON WINE STAFF

Heather Bradshaw  
Communications Director  
206.495.5844  
hbradshaw@washingtonwine.org

David Flaherty  
Marketing Director  
206.310.1236  
dflaherty@washingtonwine.org

Kristina Kelley  
Executive Director  
206.724.2278  
kkelley@washingtonwine.org

Renee Meadors  
Office Operations & Technology Manager  
206.601.1069  
rmeadors@washingtonwine.org

Averyl Mooney  
Senior Communications Manager  
206.295.5763  
admooney@washingtonwine.org

Mackenzie Pedersen  
Senior Marketing Manager  
206.240.7102  
mpedersen@washingtonwine.org

Kate Salisbury  
International Marketing Manager  
206.708.5506  
ksalisbury@washingtonwine.org

Chris Stone  
Deputy Director  
206.661.1336  
cstone@washingtonwine.org

Julie Tarara  
Research Program Manager  
206.669.7127  
jtarara@washingtonwine.org

Washington State Wine Commission  
1201 Western Ave, Suite 450  
Seattle, WA 98101-3402  
washingtonwine.org, 206.667.9463



WA

—  
WINE

46°N