

FY'24 ANNUAL EXPORT REPORT





DEAR WASHINGTON STATE WINE INDUSTRY COLLEAGUES,

Welcome to the first ever Export Program Annual Report. We hope this serves as a good reminder of everything we accomplished in this last fiscal year, July 2023-June 2024, as well as an inspiration for wineries looking to participate with us in the coming year.

We know this is a world class wine region; you do too. Now it's time to climb up on the world stage. What an exciting thing to pour WA syrah for someone who has never tasted it before, or see the Washington name on a banner across a busy ProWein hall. What an amazing feeling to drive someone over the Cascade mountains for the first time and see the trees drop away and the desert stretch before them, or to tour someone up the Columbia River and feel the magic of the Gorge.

We feel lucky to get to be there for those moments, and privileged to tell these stories. Thank you to all of you that participated in some form this year, and welcome to all those looking to join us next year. We feel energized by the things you're doing, and excited for the future,



Kate Salisbury and Chris Stone

Washington State Wine Commission International Team

WE ARE ALIGNING OUR INTERNATIONAL STRATEGIC PLAN WITH WSWC GOALS:

- ACTIVATE TRADE & DISTRIBUTOR PARTNERSHIPS

- **Inbounds, let's bring people here**
- **Establish ambassador relationships and continue to engage them in their home markets with an emphasis on consumer education**
- **Secure category representation (ie shelf space), while also increasing consumers knowledge of and access to Washington's variety of wines**

- INCREASE MEDIA IMPACT

- **Inbounds, let's bring people here (x2)**
- **Focus on culture, sustainability, and quality**
- **Renewed focus on international wine tourism**

- DRIVE WASHINGTON WINE BRAND IDENTITY

- **Inbounds, let's bring people here (x3)**
- **Create cohesive message for all exporting wineries to spread**
- **Partner with other Washington state agencies – ex: State of Washington Tourism**
- **Promote Pacific Northwest lifestyle**

WASHINGTON WINE USA

WASHINGTON WINE

POMUM CELLARS

DOUBLE CANYON SEVEN HILLS WINERY

K VINTNERS

LECOLE

MICHELLE ESTATES

DELILLE CELLARS

FOUR FEATHERS

Double Canyon Seven Hills

Double Canyon Seven Hills

K Vintners

LEcole N° 41

Delille Cellars

Four Feathers Wine Services

USA
CANADA
MEXICO
SOUTH AFRICA

WINE TASTING
12:00 PM - 1:00 PM
1:30 PM - 2:30 PM
3:00 PM - 4:00 PM
4:30 PM - 5:30 PM

WINE TASTING
12:00 PM - 1:00 PM
1:30 PM - 2:30 PM
3:00 PM - 4:00 PM
4:30 PM - 5:30 PM



FY '24 AT A GLANCE



THROUGHOUT YEAR

MEDIA OUTREACH
TRADE OUTREACH
MASTERCLASSES & SEMINARS
IMPORTER MATCHMAKING

PARTNER WITH WSDA
CONSTITUENT EDUCATION
GRANT APPLICATIONS
EXPORT COMMUNICATIONS

INBOUNDS

Inbound trade missions remain our top (and favorite) tool for strengthening education and excitement around Washington wine. They are a building block of our strategic mission. There is no better way to tell Washington's story, no better education about Washington's many terroirs, no better window into the people and culture that make Washington special. The export team recognizes the importance of these missions, and will continue to bring the most important buyers and media here to see it firsthand.

Visitors:

- July: **10** trade and media guests from the UK
- August: **4** media guests from Canada, **1** journalist from Sweden
- October: **9** trade and media guests from Japan
- March: **5** trade and media guests from Canada, including the buyer for the BCLDB (BC Monopoly)
- April: **2** buyers from Norway's Vinopolet (Monopoly)

Objectives:

- International articles about WA wine
- Network of educators and ambassadors that we can reengage for in market activities.
- Encourage world's most important buyers and media to visit wineries in person



"In August of 2023 a small group of intrepid Canadians traipsed through the wilds of Washington's wine country in search of the new but found so much more. A fine fettle of wine producers and estates fill up the eastern landscape, fully encapsulating the industry with the experienced, quaint, artful, zealous, time-tested, animated and cerebral."

- Michael Godel, Canadian wine writer



EURO TOUR

As always in March, we use our anchor European event, ProWein, to plan a target market tour with grand tastings and masterclasses for important trade and media. This year we focused on a flagship event in Oslo, Norway, and a return to Stockholm, Sweden. We also added a targeted educational event in a secondary Swedish market: Gothenburg.

OSLO

- 52 people attended the masterclass, the highest attendance our in-market rep has had at a masterclass in Oslo.
- 83 professionals came to the tasting, we had aimed for 80-90.
- Håkon Skutveit, Tasting Director at the Monopoly HQ, came for US Buyer Steffen Riis Christiansen who was sick. Håkon and Steffen work closely together. They both also travelled to OR & WA in April. Steffen was sent a selection of wines after the show, and the US Embassy in Oslo also received the marketing materials and a selection of wines for an upcoming diplomatic event.



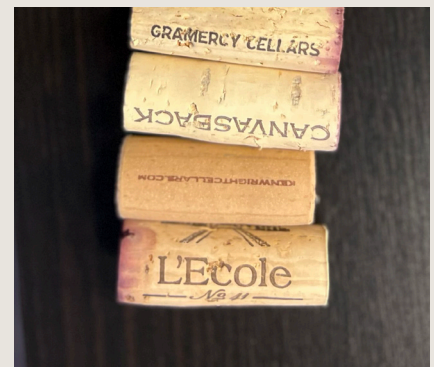
STOCKHOLM

- 50 people attended the masterclass, with another 50 on the waiting list
- 180 professionals attended the tasting
- Magnus Lindblom, Buyer of US wines at the monopoly, spent several hours at the tasting visiting with every producer
- WSWC and OWB also met privately with Magnus to invite him to visit our states.



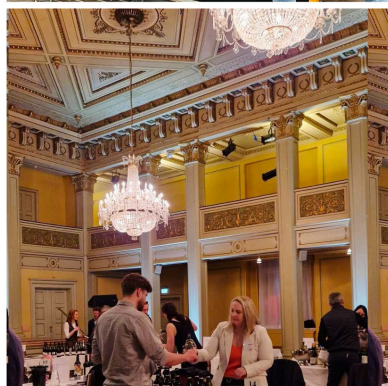
GOTHENBURG

- Winemakers' Panel & Open Tasting
- 36 professionals attended the event, including Emma Ziemann, 3 time Swedish Sommelier champion and one of the most talked about sommeliers in Europe right now



NORWAY -> SWEDEN -> PROWEIN

- Despite the growth of VinExpo Paris, ProWein remains the largest wine trade event in the world.
- We had **18** WA wineries represented at our stand, who reported successful meetings, networking, and a shared love of old Riesling.
- Our booth redesign echoed our brand story, using WA's stunning landscape as a backdrop to help set Washington apart across a busy show.
- We will continue to reevaluate where we can best place our efforts in Europe.



UK TRADE & MEDIA

UK PRESS LUNCH

- We partnered with State of Washington Tourism, Visit Seattle, and the Port of Seattle for a first ever press event at Frameless, an immersive venue in London.
- The idea for the event came organically out of the UK inbound trade mission in July, where both the trade and media were impressed with how the landscape of Washington echos the adventuresome spirit of the winemakers.
- The event brought together media from across the wine and tourism spaces, including guests from our inbound mission. In addition, we were able to enlist our two somms from the inbound trade mission to present and serve the wines at the lunch.
- Multiple articles were published as a direct result of the event, and our press office disseminated a press seeding



**OUR IDENTITY
IS IN OUR
VARIETIES**



WILD WA.

THE HYPNOTIC CONVERGENCE OF WINE AND ADVENTURE

Welcome to Washington State, where the beauty of the Pacific Northwest unfolds in a tapestry of lush landscapes, vibrant cities, and unparalleled adventures. Nestled between the rugged Cascade Mountains and the serene waters of the Puget Sound, Washington State offers a captivating blend of natural wonders and urban delights, making it a haven for travellers seeking a taste of the extraordinary.

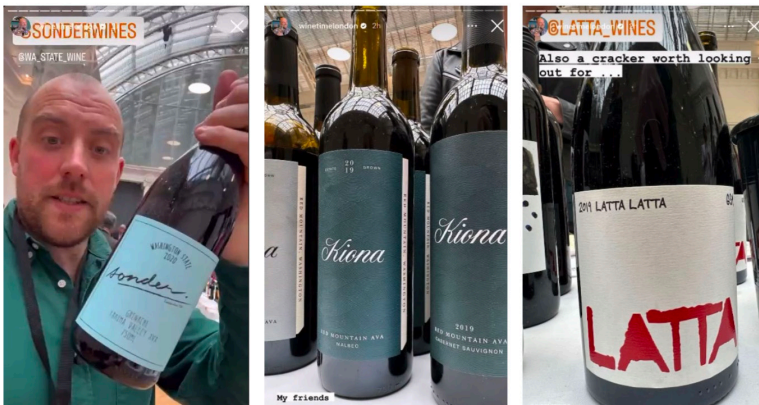
SITT TASTINGS

For the first time, Washington participated in the two SITT (Specialist Importer Trade Tasting) events in London and Manchester, with the hope of connecting new brands to potential importers and to create excitement for wines already in the market, with independent buyers. We participated with 5 wineries currently in market, and 5 seeking representation.

We also organized a masterclass at both events to raise awareness around WA Wines.

- The masterclasses were led by wine educator, Heather Dougherty, one of the attendees of our July inbound trade mission.
- The Manchester masterclass has 19 attendees, and the London event had 21

In London, we made a very positive connection with Brad Horne, one of London's top wine influencers, from the account @winetimetolondon. He posted numerous stories about us, giving our wines some great exposure.



Blog - The Secret to Why Washington Wines Are So Damn Good

10th March 2024 | Cork Talk | 5 minute read

The Secret to Why Washington Wines Are So Damn Good

By Lorna Povey

Washington is a fascinating wine-producing state that's full of contrasts. It's New World in spirit, yet Old World in style. It's humble in reputation with a relatively short history, yet is the second largest wine-producing region in the United States. It's fun-loving at its core, yet takes making good wine very seriously.

We take a look at how these contrasts make Washington wine so damn good – especially for anyone who loves French wine.

VIRGIN WINE PARTNERSHIP

- We partnered with Virgin Wines, one of UK's top wine specialists, to develop an online promotion for one month – in March, the best sales period for Washington State wine.
- WA Wines participated in two of Virgin Wines in-person consumer facing events, in London and Edinburgh, and additional wines were also poured as part of a larger Virgin table at an event in Manchester.
- In London, there was over 1,000 visitors, with almost 300 passing by the WA table for a tasting. The Edinburgh event takes place in late June. The promotion also included two blogs, *The Secret to Why Washington Wines Are So Damn Good*, published in March, and a *Women in Wine* blog for International Womens Day, featuring several WA winemakers. Sales were up during the promotion month by 30% compared to the previous year.
- The promotion also included several social media posts, including a tasting video with Virgin's Head of Buying

UK PRESS OFFICE

- We established a "press office" with our in-market rep, Sopexa, which in addition to 4 formal press seedings, allowed for a more interactive relationship with interested media, and enabled us to get writers and influencers wine samples more efficiently. The press seedings were built around 4 theme blocks: Women in Wine, Social Sustainability, Back to Basics, & New Winemaking Styles.



WA
USA
WINE

#WAwine
@wa_state_wine



WA
USA
WINE

MORE SCANDINAVIA

STHLM FOOD & WINE SHOW: CONSUMER FAIR IN SWEDEN

A large Washington booth at Scandinavia's biggest food and wine fair, was an excellent opportunity to promote WA wines already available at the Monopoly directly to consumers. The booth was hosted by 3 sommeliers each day, and 2 Washington State masterclasses were held by Washington expert and well-known wine educator Michel Jamais (who also just visited WA again!).

The masterclasses were attended by 250 people, **the largest seminar on Washington State Wines ever held in Sweden.**

CLAES LOFGREN PRESS TRIP

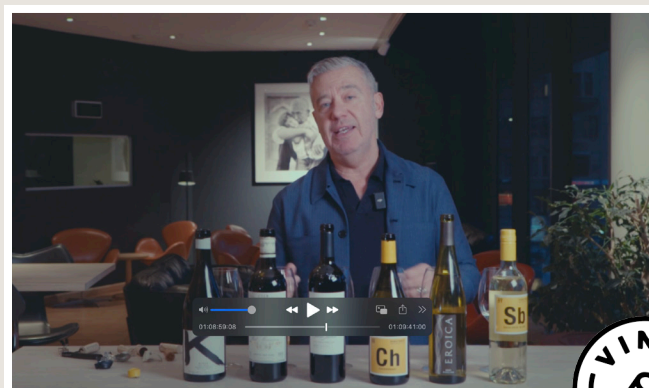
We sponsored a visit from Swedish journalist Claes Lofgren, who published not one, but two articles about his time in the Pacific Northwest.



CONSUMER MEDIA COLLABORATION VINLIV PARTNERSHIP

Goals: raise awareness for Washington State wines, create demand and help support monopoly sales

Solution: Targeted digital marketing through collaboration with a consumer wine website. We used native articles, newsletters, tasting videos with the editor in chief, and social media informing readers and sending traffic to the monopoly's online store. The long-term collaboration helps us shape readers' customer journey. We topped the collaboration with two physical tastings for Stockholm and Gothenburg readers.



NORWAY FLASH TRAININGS

In June, six WA Wine masterclasses were conducted at the offices of Norway importers looking for new US brands for their portfolios. The events had more than 50 attendees, and feedback was very positive, both for the opportunity to learn about Washington, and for the potential of more WA wines in the Norwegian market.



SUSTAINABLE WA UPDATE SUSTAINABLE WA

We have submitted Sustainable WA for inclusion in the Nordic Monopoly audit process in an effort to have it included as one of the approved sustainability certifications for the tenders and stores.

Röda kanonviner från Washington State

JUNI 18, 2024



ASIA TOUR

SEOUL, SOUTH KOREA

We returned to Seoul for a trade tasting and masterclass. South Korea, while not quite on its same post-Covid upward trajectory, remains a curious, motivated, and interested market, that is open and excited to new world wine.

The event was a large success:

- 400 attendees
- 52 attendees for masterclass led by Bree Stock, MW (standing room only)

We also saw the results of the retail promotion focused on WA Wine, which included dedicated retail space, marketing and advertisements, and a tote bag, which was rolled out in 20+ wine shops across Seoul.



VINEXPO HONG KONG

SEOUL, SOUTH KOREA AND TOKYO, JAPAN

VinExpo Asia will now be on an alternating schedule, with Singapore and Hong Kong acting as host cities every other year. Our participation in VinExpo Hong Kong marked our first return to the region since 2018.

We had a full booth redesign in conjunction with Oregon to represent the Pacific Northwest region.

- 9 WA Wine brands were represented, below the level of participation we would like. That being said, all brands made good contacts and felt the show was productive.
- There was standing room only in our Pacific Northwest Masterclass led by MW Bree Stock, with the majority of attendees visiting our booth afterward. 3 WA wines were featured.



PACIFIC NORTHWEST WINE SPECIALIST CERTIFICATION

SEOUL, SOUTH KOREA AND TOKYO, JAPAN

Washington and Oregon completed the Level 2 of our official educational certification program in both Korea and Japan. Attendees had already passed the exam for the Level 1 Certification in previous years, and were invited to complete this 3-day Level 2 course.

- 26 officially certified Level II Pacific Northwest Wine Specialists in Korea
- 22 officially certified Level II Pacific Northwest Wine Specialists in Japan



CANADA TOUR

TORONTO AND MONTREAL

- We returned again to our highly successful Grand Tasting and Masterclass events in conjunction with Oregon in both Toronto and Montreal
- Close to **25** wineries from each state represented.
- Monopoly buyers from the LCBO attended in Toronto (including the masterclass) and the buyers from the SAQ attended in Montreal, and were the very last to leave.
- Montreal in total had **239** trade participants and **36** masterclass participants
- Toronto also had **200+** participants, and 35 in masterclass
- Both events are now recognized as a yearly rendez-vous
- Both events had secondary events in each market, including an influencer tasting, a country club private tasting, a private wine club tasting, and a radio show.



2 CANADIAN INBOUNDS

- Canadian Media Inbound in August
- Canadian trade and media inbound (including BC buyer) around Taste WA



OTHER CANADA:

LA GRANDE DÉGUSTATION DE MONTRÉAL

- Washington and Oregon shared a 200 square foot floor space to represent the Pacific Northwest, as well as a masterclass for 36 people
- 8 Washington wines, available in the SAQ, were featured at the booth
- 9,940 visitors over 3 days, 1,640 of which were trade professionals. Coupon sales to purchase wines were double than last year

SAQ DIGITAL PROGRAMS

- We participated in the SAQ Passion program, which included production and copywriting of a sponsored editorial piece of content highlighting 12 products, all available on SAQ.com, and featured on their social media.
- We also participated in SAQ's Inspire program, in which Targeted Inspire Card holders received an offer to purchase WA wine and redeem extra Inspire points: 15X points for 2+ bottles, 20x points for 3+ bottles. Reach of approx. 150,000 Inspire Card holders
- Generated \$138,000 in sales.



BC PRODUCT CONSULTANT TRAINING

- We held a PNW training for BCLDB Product Consultants with MW Bree Stock
- Featured 12 Pacific Northwest wines (6 Washington) currently available in market / in the BCLDB monopoly stores
- Product Consultants (and BC buyer) were also invited to attend Taste WA

SOMMELIER SCHOOL AND INFLUENCER EDUCATION

- We continue to work to educate sommelier school students, and we did sessions with 3 groups in Ontario (with Angela Aiello), and 4 groups in Québec (with Nadia Fournier).
- 53 attendees in Ontario
- 48 attendees in Québec

ABOUT THE EXPORT PROGRAM

WASHINGTON
WINE USA

TRUE CHARACTER
oregon
wine EST — 1847



**& ALSO
IDAHO**

NORTHWEST WINE COALITION

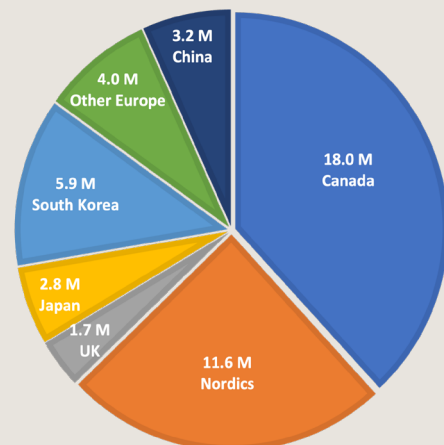
WASHINGTON STATE WINE RECEIVES GRANT FUNDING FOR OUR INTERNATIONAL PROGRAMMING IN CONJUNCTION WITH THE OREGON WINE BOARD, UNDER THE UMBRELLA ORGANIZATION: NORTHWEST WINE COALITION

Funding for market development activities is awarded to the Northwest Wine Coalition by the Foreign Agricultural Service of the U.S. Department of Agriculture (FAS-USDA) and Washington State Department of Agriculture (WSDA) in the form of grants. Grant allotments are based on value and volume of goods exported, and demonstration of good financial stewardship.

23/24 grant allocations were based on our 2022/2023 export survey which we run internally.

- **10.54%** The percentage of growth in export sales over the past 5 years.
- **31** The number of Washington Wineries that 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 right, represent more than 80% of export sales.

EXPORT SALES FY '22/'23



HOW ARE WE FUNDED?

With the help of our partners at Bryant Christie, we annually apply for grant funding as the NWC through the USDA's Market Access Program (MAP).

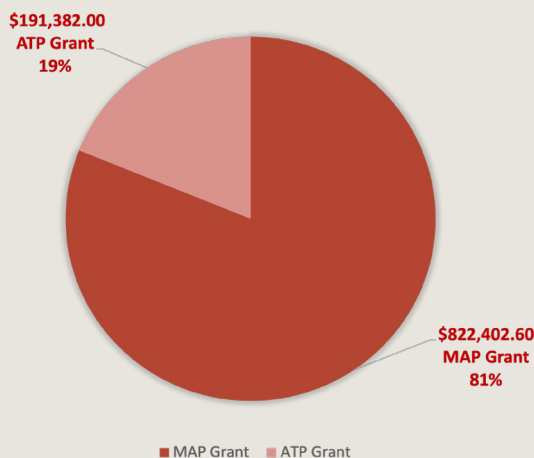
For the 2023/2024 Fiscal Year we also used up the remaining funds from the 2019 Agricultural Trade Promotion (ATP) Grant, which sunsetted this year.

Through our use of our full grant allocation each year, we demonstrate good financial stewardship and NWC's ability to execute large-scale programming. This will help justify additional grant allocations in future program years.

We also worked hard this year on our application for the new RAPP (Regional Access Partnership Program) which we will have access to starting in FY 24/25.

FY24 INCOME

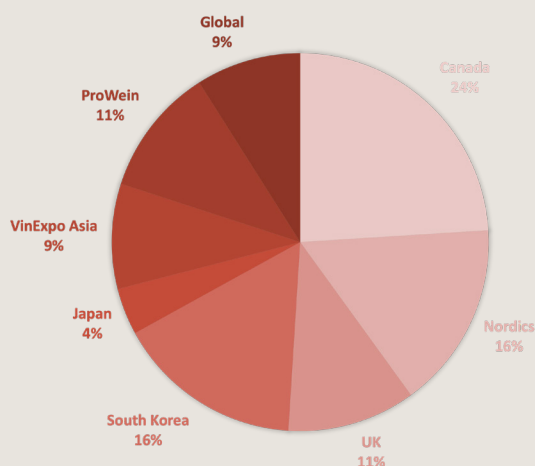
Total Income \$1.01M



FY24 EXPENSES

Total Expenses \$1.01M

EXPENSES BY MARKET



Interested in export?

Next Steps:

1. Let us know! Contact:

Kate Salisbury
International Marketing Manager
206.708.5506
ksalisbury@washingtontwine.org

Chris Stone
Deputy Director
206.661.1336
cstone@washingtontwine.org

Nigel Quinn
Account Manager, Bryant Christie Inc.
nigel.quinn@bryantchristie.com

2. Get informed

- Sign up for our industry newsletter (on our webpage)
- The WSDA is also a great resource. We highly encourage you to sign up for their export-focused newsletters, and to reach out to their international teams with any questions.
- FundMatch is WUSATA's 50% reimbursement program on eligible international marketing expenses for U.S. suppliers who are seeking to export or are currently exporting. WUSATA wants to assist with that process by encouraging US suppliers to utilize FundMatch. We highly recommend you look at their website for more information.

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