

2024 ANNUAL REPORT

WA

46°N

WINE



Dear Washington State Wine Industry Colleagues,

Last year, our focus was on prioritizing our efforts to ensure we were delivering on our mission of driving the growth of Washington Wine. With the continued decline in wine sales across the global wine industry, we have worked to execute programs and initiatives that make a meaningful contribution to building awareness, growth, and advocacy of our state's wines locally, nationally, and globally. To that end, I would like to share a few highlights of the work our team developed and implemented in 2024, which the team expands upon in our annual report.

- One of our most significant programs each year is Road Trip. In 2024, 57 guests from 23 states participated in a weeklong immersive wine education and experience throughout our state. This group included a mix of on- and off-premise trade members, corporate buyers, and, for the first time, distributors. We continue to see strong results from this program, leading to new sales opportunities for the 75 participating wineries. Nothing is more impactful than getting key buyers to our state to experience it firsthand.
- With a new emphasis on strategy for the Wine Commission to engage and work with distributors, we have worked to educate those selling our wines through informational meetings and sales training. We have partnered with big and small distributors throughout the year.
- In 2025, we will celebrate the 25th anniversary of Taste Washington. Last year, the event drew over 7,500 guests, including new wine consumers in the critical 24-37 age group. We also included nearly 300 members of trade, including international trade, as well as meaningful media.
- We secured a \$250,000 USDA grant to build Sustainable WA's marketing arm. We plan to introduce the new campaign in the first half of 2025.
- Our internal PR team and national PR agency secured 167 articles in 2024 for a collective reach of 1.1 billion.
- We successfully announced many positive news stories, including the launch of Beverly AVA, the inaugural Allen Shoup Fellowship for Writers and Communicators, and the Sustainable WA-Salmon-Safe partnership.
- We continue to prioritize impactful viticulture and enology research programs to focus on solving winegrower and winery challenges. This past year, WSWC helped to fund 18 research projects, the outcomes of which are available to all wineries and wine grape growers in the state.

Additionally, our Board and WSWC continue to work hard to be a resource for our industry. We have accomplished a lot this year, and I am proud of our work. I encourage you to read through this report for more details and examples of the Commission's activities and campaigns in 2024.

Lastly, I want to thank all who have supported our programs and initiatives throughout the year.



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.

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.

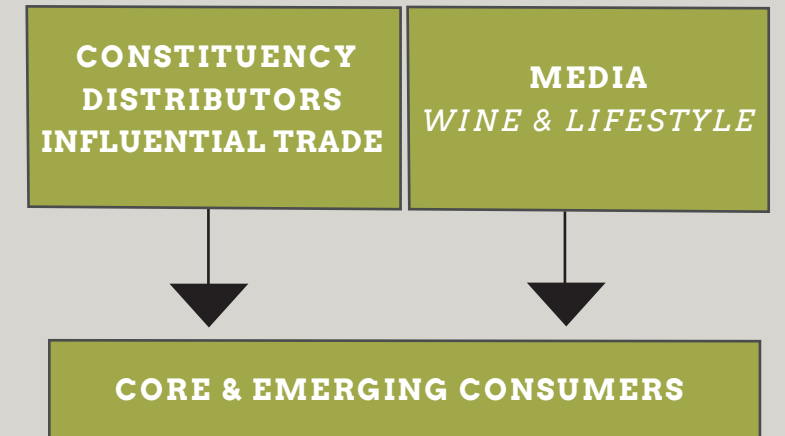
Adaptable

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 diversity, equity, inclusion, and belonging efforts into our strategic plans, programs, and business operations. In 2024 as part of this plan, we supported industry-wide workshops and learning opportunities, continued to make data and technology more accessible, launched our first-ever bilingual industry survey focused on DEI and demographics, and partnered 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:



CALENDAR AT-A-GLANCE



Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Annual Research Survey			DEI Staff and Board Training	U.S. Sustainable Winegrowing Summit	Annual WRAC Meeting				Launch Beverly AVA		Grape Assessments Open
Research Grant Applications Close	2x Session Manager	<ul style="list-style-type: none"> Dinner Series Pacific Standard New Vintage Sunday Brunch Seminar Series No Frills Sustainable WA Marketing Activation 	Harvest 2023 Communications	WA Wine Asia Trade Tasting - Seoul, Tokyo	Trip to D.C. with WSDA	WAVE/WSU Field Day	HEB, QFC, and Fred Meyer Activations	Announce Grant for Sustainable WA - Marketing	Washington Visit	Public Announcement - Miami Trade & Media Tasting	
	Research Review				End of Fiscal & Year-End Budgeting	IMW Summit - Bordeaux	On-Prem Programming Landry's Sip & Sea	Harvest Related Media Communications	State Tourism Conference	Grape Assessment Communications	Research Grant Programs Open
			WA Wine Canada Tour	Trade Presentation - Country Club Managers of America	Four Seasons Beverage Team Training	Meeting in D.C. - U.S. Agricultural Export Development Council	Landry's Sip & Sea	Washington Visit	Media tour for Allen Shoup Memorial Fellowship recipient	Taste WA 2025 Press Release	
	Industry Town Halls	Taste Washington Inbound Media Hosting	Vietnam Trade Tour	Announce recipient of inaugural Allen Shoup Memorial Fellowship			Auction of Washington Wines AWW Media Hosting		Wine & Sports Media Roundtable	Quarterly Regional Association Roundtable	
	Distributor Education - Florida	Taste Washington Inbound Trade Hosting	UK Media Activation	Announce Sustainable WA - Salmon Safe Partnership			Winebow Inbound Distributor Hosting		Taste WA Registration Kickoff		
	Quarterly Regional Association Roundtable						Quarterly Regional Association Roundtable		Miami Registration Kickoff		
		Host PLCB in WA		Distributor Education - Southern California							
				Lake Chelan 15th Anniversary Seminar							
		Leafroll Virus Areawide update		Quarterly Regional Association Roundtable							
		EuroTour (London & Copenhagen)									

Ongoing: Board Meetings, Committee Meetings, Constituent Communications, Contract Management, Website Management, DEI Task Force and Trainings, Budget Management, Human Resources and Payroll

MARKETING HIGHLIGHTS

TASTE WASHINGTON

Taste Washington 2024 marked the second year that event production agency, SE Productions, and WA Wine partnered to put on the legacy food and wine event in downtown Seattle. As part of their commitment to draw a younger audience to the event, and to make Taste WA the Nation's best food and wine event, SE Productions focused on their primary goal - "...to spotlight the best of the Pacific Northwest. [And] ...to be the premier celebration of Washington's rich culinary scene and the incredibly diverse wines produced within our beautiful state."

TASTE WASHINGTON: THE SE PRODUCTIONS WAY



MAKING IT FUN ON EVERY LEVEL

From traditional, high-end tastings to brand new concepts, everything we do brings people together for an exciting experience.



CELEBRATING THE GATEWAY TO WASHINGTON

We are embedded into the community and bring the best the state has to offer.



MOVING THE INDUSTRIES FORWARD

We unite previously disparate elements of the food and wine industries together, showcasing the most innovative people and methods from around the state.



ALWAYS LOOKING AHEAD

We're focused on connecting the industry with long-standing wine consumers and fostering an organic connection with the next generation of wine lovers!



TASTE WASHINGTON: MARCH 14-18, 2024

Over 7,500 guests attended the below Taste WA events, skewing female (59% Female, 41% Male), with the majority of guests attending in the ages of 25-34. Nearly 300 local trade attended, alongside local and national media and international trade.

SE Productions supported the event and ticket sales with a paid and organic media campaign that garnered 31M impressions in paid advertising, and over 80M in owned and earned advertising.



Dinner Series

- Surrell featuring Goose Ridge
- Driftwood featuring LUKE Columbia Valley
- Homer featuring Descendant Cellars
- 100 total attendees (sold out)

Sunday Brunch

- 105 total attendees (sold out)

The Seminars

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

- "Washington's Rhône Revolution" moderated by Patrick Comiskey, Wine & Spirits Magazine
- "Washington vs the World: The Ultimate Blind Tasting" moderated by Doug Charles, Compass Wines
- "Boundary Breakers: Washington's Founding Icons and Modern Mavericks" moderated by Maryam Ahmed, Maryam + Company



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.

Pacific Standard

- 350 total attendees
- 10 culinary partners
- 20 participating wineries

The New Vintage

- 380 total attendees
- 10 culinary partners
- 20 participating wineries

The Grand Tasting (2 days)

- 6,000 total attendees
- 76 culinary partners
- 211 wineries and winery associations showcased

No Frills!

- 175 total attendees
- 6 culinary partners
- 12 participating wineries

MARKETING HIGHLIGHTS

TASTE WASHINGTON WINE MONTH

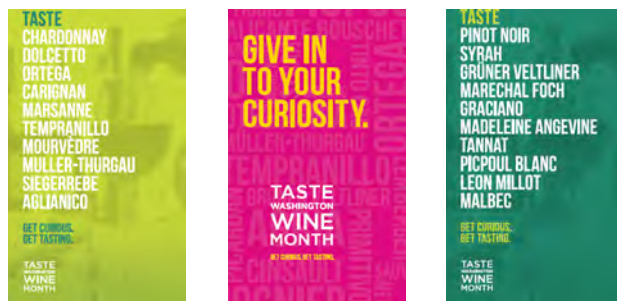
Taste WA Wine Month 2024 was marked by many external factors - a reduced budget, a conscious effort to support and promote Taste WA event ticket sales to offset the effects of a late ticket launch, and a push to engage local retailers to support WA wine programming.

While drafting the 2024 budget, the WSWC board and staff reallocated Wine Month budgets to help build programming for in-market events in other important US markets outside of WA. Along with wine month budget reductions, the difficult decision was made to end our six-year partnership with the commission's agency of record, Chapter and Verse, to ultimately save budget resources to reallocate to programming of more urgent priority.

As a result, the WSWC continued to use the 'Get Curious. Get Tasting' wine month creative for Taste WA wine month, and used the significantly reduced budget to support Taste WA event ticket sales by targeting Social Newbies and Engaged Explorers across WA State.

Creative

WSWC continued to use the 'Get curious. Get tasting.' campaign assets to create a digital toolkit available to wineries, vineyards, and partners. The creative emphasizes that WA has a wine for every palate, and the best place to experience WA wines is at Taste WA events.



Challenges

Overall, the largest challenge during Taste WA wine month was to implement a successful program while supporting the success of Taste WA. Due to the limited budget, resources had to be used strategically, focusing on priority efforts like encouraging attendance at Taste WA, over other programming.

Strategy

In an effort to support SE Productions, and the 200+ wineries investment and commitment to Taste WA, WSWC allocated the majority of the TWWM budget to support awareness and ticket sales of the Taste WA event. The team worked to do a small digital marketing spend starting March 1st, targeting Social Newbies and Engaged Explorers to promote ticket sales while also building awareness for Taste WA Wine Month.

In combination with the small media spend, WA wine collaborated with State of Washington Tourism as part of their "co-op influencer program" to do a Taste WA Wine Month and event influencer activation, which SWT paid for half of.



Results

The small digital marketing campaign received:

- 1.56M total impressions across WA state, with pre-roll shown on sites like BuzzFeed, KING5, KOMO News, US Magazine, Seattle Times, and Huff Post.
- Over 1.5M video starts, with a view-to-completion of 53% or 765,766.
- The CTA link that transferred viewers to WAWineMonth.Com was clicked 14k times.
- Paid social posts received 1.6k reactions, 46 comments, 57 saves, and 210 shares.

The co-op partnership with State of Washington Tourism received:

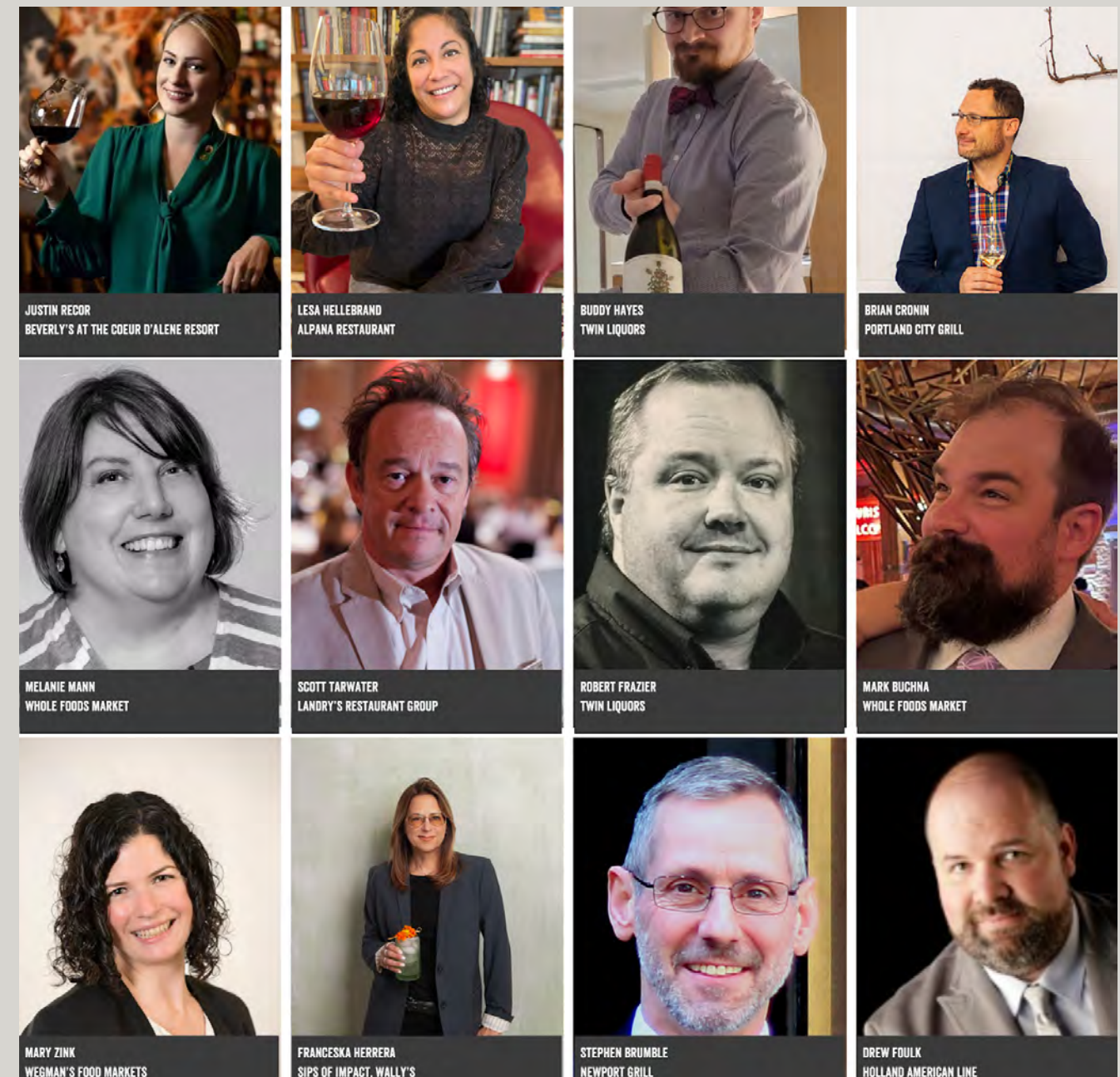
- Steven Ducky (@SeattleFoodieAdventure, 279k followers) had 8 pieces of coverage promoting Taste WA wine month and the event. Combined, the eight pieces of coverage received 70k estimated views, and 1.95k engagements (likes, saves, shares, comments).

Additionally, WSWC partnered with SGWS to do an in-store activation with Target across 38 locations supporting Taste WA Wine Month.

TASTE WASHINGTON: INBOUND TRADE

WSWC hosted 12 high-level trade from across the country for an immersive four-day Washington Wine experience. Guests enjoyed attending The Pacific Standard, The Auction of Washington Wine's Private Barrel Auction, The Grand Tasting, The Seminars, and two winemaker dinners.

The two winemaker dinners offered distinct experiences for our guests. One was held at Aerlume, featuring three winemakers, while the other was a first-of-its-kind event—a 48-person gathering at Ascend Prime Steak and Sushi. This dinner brought together inbound international and media groups, five winemakers, and local trade influencers, including the primary buying teams from Metropolitan Market, PCC, Esquin/Downtown Spirits, and QFC.



MARKETING HIGHLIGHTS

WAUGUST

For the third year in a row, WSWC launched WAugust as our banner campaign slogan for Washington Wine Month. Accompanied by artwork made in-house, the program kicked off with a limited budget that primarily went to supporting key partnerships with retailers and restaurants. A digital toolkit was created to assist wineries in participating in the month through their own channels, using creative that mirrored creative across the state.



Challenges

As with March, the biggest challenge for WAugust was a reduced budget. This means that a digital campaign was not implemented to support consumer awareness during WAugust. The budget instead went to supporting activations amongst retailers and restaurants.

Strategy

WSWC partnered with multiple on and off-premise accounts to promote WAugust and WA wine. A digital toolkit went out to the industry to encourage winery activation during the month, which made up the majority of our digital efforts.

Creative

WAugust was created in 2022 to help differentiate Taste WA Wine Month and Washington Wine Month. The creative aims to mirror that of a concert poster, “eventizing” August wine month using bright colors, whimsical fonts and messaging to draw younger consumers to wineries in WA.

Results

Our designated WAugust emails received **880 opens**, and the toolkit link was clicked **120 times**. Wineries and partners used digital assets to promote their own activations, events, and promotions.



WAUGUST

Landry's Partnership: Sip & Sea

For the third year in a row, WSWC worked with Landry's Restaurant group to help host Winefest: Sip & Sea. The event gathered **24** WA wineries to pour wines at Palisades in an outdoor consumer event.

Additionally, Landry's did a WA Wine feature at their **70** Morton Steakhouses locations during WAugust, and also implemented a “WA First” listing order in all of their RUI locations, showcasing WA before other regions on their wine lists.



Four Seasons

WSWC worked with IMI Agency to develop a WA Wine virtual training for Four Season's buyers. Chris Tanghe developed a 30-minute seminar showcasing wines with widespread distribution and sufficient case quantity. WSWC designed and crafted **60+** bespoke care packages that showcased the WA Wine brand and the state's energy. **28** Four Seasons locations were involved, with **60+** attendees across **14** states and **3** countries.



QFC

Through an ongoing partnership with QFC, WA Wine created, printed, and shipped digital assets to QFC to use alongside their WA wine promotion. QFC implemented a \$20 discount for select WA wines when customers bought six bottles. As part of the promotion, QFC also did a sales competition among their **59** stores, and WSWC did a 15 minute WA Wine 101 education for their stewards at their quarterly sales meeting. During the promotion period, QFC sold **1.5** million dollars worth of WA Wine, and **140K** units. The top performing stores were Mercer, Lacey, and Redmond.

Costco

WSWC also partnered with Costco Midwest; creating, printing, and shipping posters to **104** Costco locations across **13** states including Illinois, Indiana, Minnesota, and Ohio. During the 2-week promotional period, Costco sold **840K** dollars worth of WA wine across **10** skus, which their team said is a lift of 30-50%. Additionally, local Costcos implemented a WAugust poster within their stores to help support wine month.



MARKETING HIGHLIGHTS

ROAD TRIP

Road Trip Washington Wine is one of the most acclaimed and experiential wine trips in the world. September 15-19, 2024.

- 57 guests from 23 states, with a mix of on- and off-premise trade, as well as corporate buyers and, for the first time ever, distributors.
- 50 trade guests + 7 distributors from key markets (FL, CA, VA).
- 15 guests were from multi-unit operations in key target markets
- 10 guests were from Washington. Goal is to have 15%-20% local, so we were on target.
- 74 total wineries from all around the state participated in Road Trip 2024
- 37 wineries hosted Winery Exercises
- 14 wineries hosted Vineyard Exercises
- 3 Regional Tastings, 2 Seminars, and 8 Meals were executed.
- Elaine Chukan Brown and Chris Tanghe, MS, moderated both seminars



“The wines of Washington State are exciting, dynamic and diverse. There is more potential on the horizon, and the best is yet to come.”

Evan Davis
Regional Wine Educator, Spec's Wine,
Spirits & Finer Foods, Austin, TX



“So much more diverse than I thought. Cannot wait to see them leading the world in the next few years. They have the knowledge, the soil, the climate, and the people. All the wines were so balanced and great food wines. I cannot wait to pair them.”

Tiffany Bobbs
GM/Wine Director, The Manship Wood
Fired Kitchen, Jackson MS



“This was the most thoughtful, hospitable and organized trip I've ever been on. I feel like I was exposed to so much and I'm gratefully still unpacking and processing all my notes. It was the best wine trip I have been on, and I have been on a lot in Europe – they could learn a great deal!”

Lauren Denyer
Diploma Events & Enrichment Manager, WSET
School London, UK



MARKETING HIGHLIGHTS

DISTRIBUTOR ENGAGEMENT

With a new emphasis in strategy for the Wine Commission to engage and work with distributors, a number of informational meetings, sales trainings, and incentive programs were partnered on throughout the year with the following companies: RNDC, Winebow, Cru Selections, Breakthru Beverage | Aspect Fine Wine, NW Beverages, and Southern Glazers Wine & Spirits

February 2024

Working with Winebow's sales team in Southern Florida, David Flaherty traveled to Miami to attend their sales conference, a trade lunch, as well as to moderate a 90-minute WA Wine seminar at the Miami Culinary Institute.

February 2024

60-minute virtual GSM with the Breakthru Maryland sales team was executed by David Flaherty and Sean Sullivan

May 2024

David Flaherty traveled to Southern California to moderate a GSM with Winebow's CA sales team



CMAA / WINE SOCIETY WA WINE PRESENTATION

May 16, 2024

- Sean Sullivan and David Flaherty created and executed a 60-min masterclass on WA Wine for Country Club Managers across the US who are part of the CMAA Wine Society.
- 53 guests from country clubs around the country attended the presentation, which was executed on time and met the needs of the organizers.
- A number of guests inquired about joining Road Trip in the future, and one guest ended up attending Road Trip 2024

June 2024

Working with SGWS and HEB (a grocery company with more than 300 stores in Texas), we hosted 6 HEB stewards that won a sales incentive through Southern for their selling of WA wine. They were in WA for four days to meet producers and tour the state.

August 2024

As part of Winebow's Upper Left Campaign, WA Wine hosted 28 team members from 10 different states at Purple Wine Bar in Seattle to kick off their tour around WA State. Guests included the Owner/CEO, as well as their EVP of Portfolio, and a number of Senior VPs and Managers.

September 2024

For the first time ever, WA Wine hosted 7 distributor guests as part of Road Trip. These guests were from Florida, California, and Virginia, and from the following companies: Breakthru Beverages, Aspect Fine Wine, Winebow, and Southern Glazers.

PA LIQUOR CONTROL BOARD

March 10-18, 2024

- We hosted John Wagner, Premium Collection Wine Category Manager & Buyer – North America, Pennsylvania Liquor Control Board for an 8-day tour. John was set up with more than 20 winery meetings and visited the Columbia Gorge AVA, Woodinville, and ended his trip at Taste WA in Seattle.
- Upon returning, John purchased 4,500 cases!

“Because of your support, we got that order in Pennsylvania, which has now been shipped and received. It's a two pallet order, and it's because of you that we got that opportunity in the first place, so thanks again!”

Bob Lorkowski, Cascade Cliffs

MARKETING HIGHLIGHTS

SUSTAINABLE WA[®]

CERTIFIED GRAPES

Momentum continues to build for Sustainable WA[®], Washington's first statewide certified sustainability program for wine grapes. As of 2024, a third of the state's vineyard acreage is in the Sustainable WA[®] program.

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. Several exciting developments were announced in 2024:

- Following an 18-month development process, Sustainable WA[®] joined with Salmon-Safe in a certification partnership to enhance water quality protection, wildlife habitat conservation, and climate resiliency. As part of the updated Sustainable WA[®] Standard, vineyards in the program now have the option of obtaining dual certification for both Sustainable WA[®] and Salmon-Safe, provided all standards are met.
- The WSWC was awarded a \$250,000 Specialty Crop Block Grant to be used for marketing Sustainable WA[®] both domestically and internationally. As part of this, the WSWC awarded a contract to Seattle-based creative marketing & advertising agency Green Rubino to assist in building a multi-pronged awareness campaign for Sustainable WA[®].

LAKE CHELAN 15 YEAR CELEBRATION

David Flaherty was recruited by the Lake Chelan Wine Alliance to create and moderate a panel presentation that celebrated the 15th Anniversary of the Lake Chelan AVA, and highlighted some of the founders of the region, as well as the 'new guard.' A 60-minute presentation with 6 panelists was executed, which included an overview of the AVA, and had 125 people in attendance.



WINEVIT

The WSWC acted as session manager for two WineVit sessions:

Reimagining Your Customer Experience

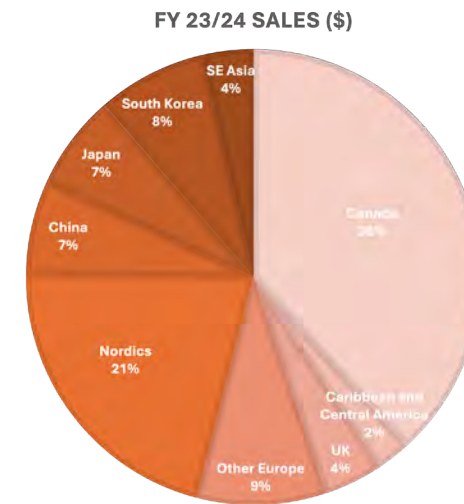
- Focused on empowering owners and tasting room managers to utilize unifying messaging and digital tools to help cultivate and grow a strong community of WA wine consumers.
- Topics included: #WAWine Messaging that Works; Creating Community: Hospitality & Engagement Strategies; and Effective and Engaging Digital Media.
- The 90-minute seminar included 6 panelists from within the WA Wine industry and was moderated by David Flaherty, Marketing Director.

The Next Generation of Wine: A Future of Possibilities

- An informative discussion allowing participants to expand their knowledge base on how to prepare for the future of wine from a diverse group of panelists who are using data, trends, and diversity to drive their businesses forward.
- The 90-minute seminar included 6 panelists from within the WA Wine industry and was moderated by Lakaya Renfrow of Proximity Collective, who WA Wine works with on a contract basis.



INTERNATIONAL MARKETING HIGHLIGHTS



KEY INTERNATIONAL EVENTS

EuroTour, March 2024

ProWein, March 2024

Canada Tour, April 2024

Asia Tour, May 2024

VinExpo Hong Kong, May 2024

We hosted an inbound Canadian buyers group, as well as the monopoly buyers from Norway

Level 1 Pacific Northwest Wine Certification in Denmark



31 Washington Wineries reported international sales in FY23/24, reporting \$39 million in export sales in more than 74 countries.

Our target markets, illustrated in the chart to the left, represent about 70% of export sales.

See the [Export Annual Report](#) for a full recap of international events and accomplishments.



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. 5 additional writers participated in a Zoom roundtable discussion focusing on WA wine and sports connection.

5 high-profile wine critics traveled to Washington for in-person tastings in preparation of their annual Washington Reports: Jeb Dunnuck (jebdunnuck.com), Claire Nesbitt and Jim Gordon (jamesuckling.com), Erin Brooks (Wine Advocate), and Eric Guido (Vinous). The WSWC team handled all coordination between reviewers & wineries. In addition, WSWC hosted Patrick Comiskey and Elaine Chukan Brown in 2024.

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

11 press releases went out in 2024, with a higher-than-average open rate. Each press release was sent to 1,000+ writers and communicators.



ALLEN SHOUP FELLOWSHIP

In partnership with the Auction of Washington Wines, Washington Winegrowers Association, and Washington Wine Industry Foundation, WSWC launched the "Allen Shoup Memorial Fellowship for Writers and Communicators," which in its inaugural year awarded one recipient with an immersive trip to Washington's vineyards and wineries, along with a stipend.

The recipient - Gwendolyn Elliott - was chosen by an expert panel. WSWC planned and organized her itinerary, and will work with her for years to come.

OVERALL RESULTS

Washington Wine was mentioned in editorial coverage 1.8K times in 2024. These mentions collected a reach of 8.1B. All combined, the coverage calculated a 97% positive sentiment for Washington wine, a 5% increase over last year.

Of these mentions, 167 articles were a direct result of the work of the wine commission team and our PR agency, collecting a reach of 1.1B.



COMMUNICATIONS HIGHLIGHTS

SOCIAL MEDIA

2024 Highlights:

- WA Wine's social channels reached 142.89K combined followers in 2024 with posts receiving 1.69M impressions.
- Total engagement across channels saw an increase of 4%.
- We saw 965.36K impressions on our Instagram stories, with a share increase of 42% over the previous year.
- On Facebook, we saw a 52.67% increase in post impressions.
- On X we saw a 366% increase in retweets.



AFTER95

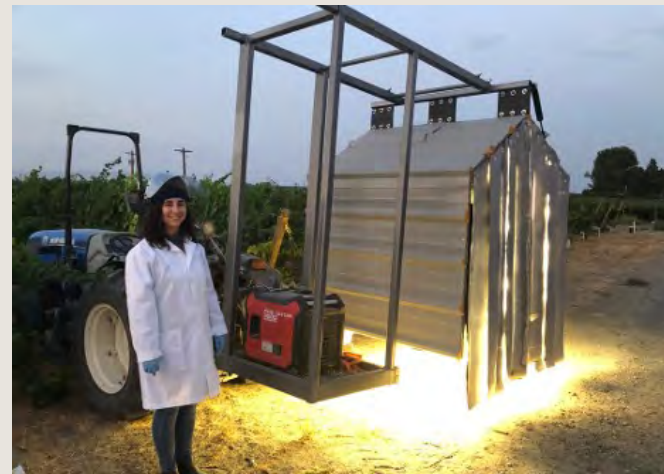
In 2024, the WSWC —through the Northwest Wine Coalition—was allocated funding through the Regional Agricultural Promotion Program (RAPP) and identified the commissioning of a new set of photo and video assets for use in marketing abroad. WSWC subsequently hired AFTER95 to complete four photo shoots -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



RESEARCH HIGHLIGHTS

ROBUST RESEARCH PROGRAM

The Washington wine industry's impactful viticulture and enology research program at Washington State University is focused on solving grower and winery challenges. This past year, 18 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, vineyard soil health, and more. Dedicated grower and winery volunteers keep the industry-guided and industry-driven program focused on tough industry problems. Outcomes of research projects are accessible to all Washington grape growers and wineries, regardless of size.



SHARING RESEARCH OUTCOMES

Washington Wine uses a variety of ways 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 1,050,000.

- 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.
- 68 research articles, news, 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 weekly radio program Wine Minute.
- 323 industry members, scientists and students participated in research-related events during the year: WAVE seminar and WAVEx webinars; hybrid Research Review; annual research survey.

RESEARCH HIGHLIGHTS

WSDA GRAPE MEALYBUG GRANT

Washington Wine completed its second of a three-year grant from the Washington State Department of Agriculture's Specialty Crop Block Program. The project is focused on developing a sustainable way to control grape mealybug, a vector of grapevine leafroll virus. Previous research supported by the Washington Wine leveraged the \$205,000 Specialty Crop Block grant that is used by WSU scientists to evaluate the effectiveness disrupting the mating of grape mealybugs by confusing them with the female sex pheromone. The research is promising. EPA registration of the pheromone dispenser is now in the works.

WEST COAST SMOKE EXPOSURE TASK FORCE

The WCSETF, of which Washington Wine is on the Steering Committee and co-chair of its Research Committee, launched a smoke exposure website in August to centralize industry resources into one location. The one-stop website houses smoke exposure resources for growers and wineries, including recommended practices when dealing with smoke events, protocols, a listing of commercial labs, and more. Research reports and findings will be posted as information is available. Washington Wine helped draft content for the website, which is funded through a grant from the USDA Agricultural Research Service and was coordinated by the Washington Wine Industry Foundation. The Task Force sponsored its fourth annual Smoke Summit in June, a virtual meeting held to interface stakeholders with USDA-ARS and update industry with research outcomes. Recordings of all summits can be found on the new website at wcsetf.org.



SCRI ADVISORY COMMITTEES

Washington Wine provided input to two nationally funded research projects in 2024. In April, Washington Wine participated in the annual meeting of the smoke research project, a \$7.6 M grant funded by the U.S. Department of Agriculture's Specialty Crop Research Initiative that is led by Oregon State University, WSU and the University of California, Davis. In May, Washington Wine attended the annual advisory committee meeting of the High Resolution Vineyard Nutrient Management Project, a \$4.75 M grant led by WSU's Dr. Markus Keller. Industry advisory committees provide important feedback to scientists and help ensure the research stays relevant to stakeholders.

USDA-ARS SMOKE WORKSHOP

Washington Wine gave introductory remarks to 50 industry stakeholders, government and university scientists from across the U.S. who attended the USDA-ARS Smoke Exposure Workshop held in Corvallis, Oregon in November. ARS hosted the workshop to examine current smoke exposure research progress, clarify industry research priorities, discuss feasibility of potential technologies and better connect scientists with stakeholders. A workshop report and guidebook for industry will be published soon by ARS.

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, 2024

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					🍷	🍷		🍷	
Ware, John Vice Chair	4 6/30/25					🍷	🍷		🍷	
De Kleine, Becca	5 6/30/27					🍷	🍷	🍷	🍷	
Gupta, Devyani	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	🍇		🍇						
Lumaco, Ryan	11 6/30/26									🍷
Nance, Christian	12 6/30/26					🍷				
Roy, Madison WSDA	13 6/30/27									

2024 WASHINGTON WINE STATISTICS

- 50,000+ acres planted
- 159,000 tons of grapes harvested (2023)
- 1,050+ wineries
- 12M cases produced annually
- 21 AVAs
- 80+ varieties produced

Source: USDA & WSLCB



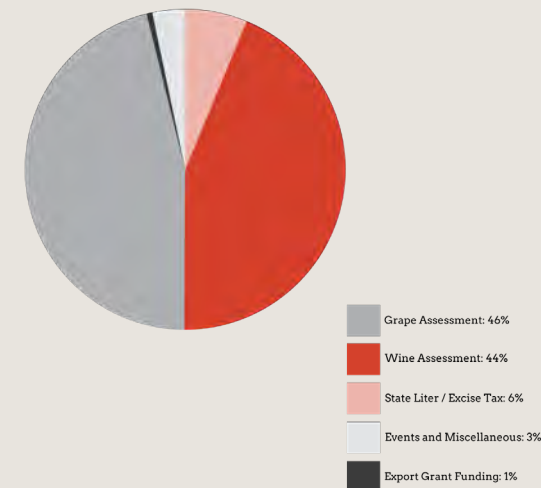
FINANCIALS

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 2023-June 2024.

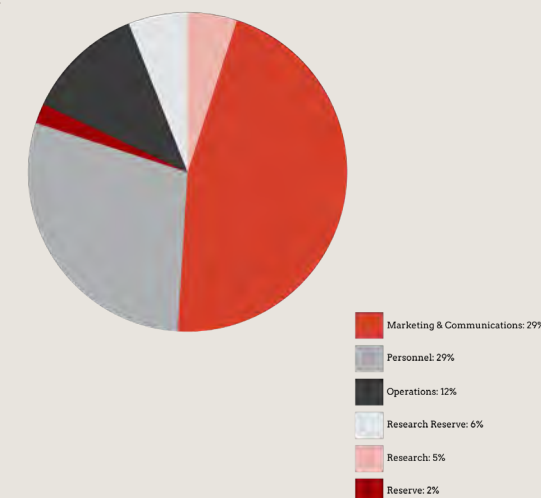
FY24 INCOME

Total Income \$4.1M



FY24 EXPENSES

Total Expenses \$4.1M



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