



WineAmerica Fact Sheet

Mission of WineAmerica

The Mission of WineAmerica is to encourage the dynamic growth and development of American wineries and winegrowing through the advancement and advocacy of sound public policy.

Association Goals

- Develop and advance industry-wide public affairs agenda
- Harness grassroots power of wineries and growers to protect and advance industry interests
- Target industry resources to critical state, national and international issues
- Educate policymakers, academics and the public on the rapidly growing local wine industry
- Use volume purchasing power to leverage valuable vendor services for members

History of WineAmerica

WineAmerica was founded in 1978 as the Association of American Vintners, a trade association of wineries with membership based in the eastern U.S. Its early mission included fostering general communications within the developing wine industry, providing a unified voice for government relations issues and comprehensive, affordable insurance for its members.

The association expanded in number and geographical base in the 1980s and in 1991, merged with the much smaller National Vintners Association to form the American Vintners Association. Another important benchmark in growth was to structure optional joint membership between WineAmerica and Family Winemakers of California.

WineAmerica serves its member wineries in many areas. WineAmerica originated important programs like the Wine Market Council, to promote wine consumption nationally; the State Associations Council, to provide linkage and communication for legislative/regulatory issues affecting wineries at the state level; and the American Viticulture and Enology Research Network, to establish national research priorities. WineAmerica continues to advance the American wine movement by responding to its needs with creative solutions.

About the Association

WineAmerica, the National Association of American Wineries, is dedicated to the advancement of sound public policy at all levels of government to encourage the dynamic growth and development of the wine industry throughout the United States. With more than 800 members in 48 states, and approximately 50 state winery and grape grower association members, WineAmerica is the national voice for the American wine industry. Through its State Associations Council, WineAmerica works closely with allied state associations to rally broad industry grassroots support for critical public policy initiatives.

Membership Categories

WineAmerica has four membership categories:

- **Wineries** – This category is open to all wineries across the United States.
- **Suppliers** – This category is open to all manufacturers, distributors, wholesalers, agents of wine and related supplies & products, and other interested parties.
- **State Associations Council** - The WineAmerica State Associations Council (SAC) was created as an advisory body comprising state and local winery and winegrower associations. The SAC provides an invaluable forum for communication and grassroots action on issues of concern to the wine industry.
- **Consumers** – The WineAmerica Trailblazer program is a new consumer member program within WineAmerica that provides a bridge between American wineries and wine lovers. The Trailblazers program opens a doorway, allowing consumers to see what the American winery movement is all about. Trailblazer members receive access to all WineAmerica winery members, VIP treatment at participating wineries and an inside perspective on the American wine industry. Please visit www.americanwineries.org to learn more about this program.

WineAmerica Member Benefits & Services

WineAmerica provides its members with an array of benefits and services ranging from public advocacy to label and regulatory assistance. Direct benefits include label facilitation and regulatory guidance, providing members with timely information in monthly newsletters, public policy alerts and updated membership announcements via email and the WineAmerica website. The Association also provides many public advocacy benefits through lobbying efforts on wine industry issues at the state, federal and international levels. Discounts at many supplier organizations, such as FedEx, Six88 Solutions, eSkye Solutions, and WineAmerica Insurance Administrators, are provided to winery members as well.

Please review the website for further information regarding WineAmerica's winery and supplier membership rosters, services, and accomplishments.

For information and statistics on the Grape & Wine Industry, please view the Wine Industry Data Center on the website.