



Kentucky Grape and Wine Council News

August 2007

The Kentucky Grape and Wine Council (KGWC) met on Wednesday, August 22, at 1pm. The meeting was held in at the Kentucky State Fair in South Wing C, room 108. Minutes from this meeting will be available on September 12, after Council approval. For a copy, contact Stacia Alford, KDA, Stacia.Alford@ky.gov or 502-564-4983.

The following is a review of discussion from the August 22nd KGWC meeting and any additional news regarding the grape and wine industry in Kentucky.

STATEWIDE MARKETING PLAN:

Logo development for KENTUCKY WINE is still underway; New West! is making the finishing touches on the logo. In the near future, a brochure featuring all Small Farm Kentucky Wineries will be printed. This brochure will be disbursed among various tourist centers, wineries, hotels, etc. Contact will be made with all Kentucky Wineries to ensure the correct information is included. The website www.kentuckywine.org features all the wineries in Kentucky. If you find that your Small Farm Winery is not included on this page please contact Stacia Alford at stacia.alford@ky.gov or 502-564-4983. www.kentuckywine.com will soon be linked to this page and be made the official Kentucky Wine Webpage.

ADVERTISING COST-SHARE AND WHOLESALER DISTRIBUTION UPDATE:

The following have been approved as acceptable items for reimbursement in the Small Farm Winery Marketing Cost Share Program: Logo-ed tote bags, logo-ed wine bags, and logo-ed laminated message boards for giveaway; temporary directional festival signage with logo, Logo-ed Sweatshirts, jackets and name tags as uniform apparel; logo-ed poster at retail locations, and promotional logo-ed neck cards. Also approved expenditures: the set up and logo artwork for gift cards and logo-ed ad racks for brochures.

Small Farm Wineries, if you have not done so, please return your expenditure report for the first program period. Distributors, please return the reimbursement request for the first program period if you have not done so.

Vendor numbers have been established and reimbursements should be made very shortly!

COMMITTEE REPORTS

Wholesale: A questionnaire is being established for wineries to complete in order to get input on how the Wholesaler Reimbursement Program is working.

UK REPORT

The Kentucky Grape and Wine Short Course will be January 8 and 9 at the Embassy Suites in Lexington in conjunction with the Kentucky Fruit and Vegetable Conference and Trade Show. There will be a Public Wine Tasting on January 8th; and a Vintner's Dinner, featuring local foods matched with Kentucky wines on the evening of the 9th. The first day is for New Growers and the second day is for Commercial growers



ANNOUNCEMENTS:

GOT GRAPES? : <http://www.kyagr.com/marketing/plantmktg/grape.htm> is a grape matching website you can enter in order to find grapes for sale or find those that are buying grapes. If you would like to be listed on this website please contact Stacia Alford either by email at Stacia.alford@ky.gov or by phone at 502-564-4983.

UPCOMING EVENTS:

- Kentucky Proud™ Expo will be held October 18th -20th at the Northern Kentucky Convention Center. The Kentucky Department of Agriculture's marketing program will join forces with the KGA and KACS to sponsor the conference. This conference will serve as a vehicle for Kentucky Proud™ producers to showcase their products and retailers to be introduced to you and your product. All Kentucky Wineries are invited to attend this event. For more information contact KGA by phone at (502) 459-7111 by e-mail at info@kgaonline.org. Or contact John Morris 502-759-1877 and/or Susan Raque at 502-592-2865 or by email at raques@bellsouth.net.
- The Kentucky Grape and Wine Short Course in conjunction with Kentucky Fruit and Vegetable Conference and Trade Show will be January 8 and 9, 2008 at the Embassy Suites in Lexington

NEXT COUNCIL MEETING:

The next Grape and Wine Council Meeting will be September 19th at Springhill Winery in Bloomfield, KY. At 10 am ABC will be hosting a morning educational seminar. Topics including: off-site sampling, tasting events, licensing, etc. The Council meeting will begin at 1 pm. All wineries are invited to attend.

The October Grape and Wine Council meeting will be October the 24th at Acres of Land Winery.