

The Grapevine

KGWC January Newsletter



KENTUCKY
WINE

Kentucky Grape and Wine January Meeting, Jean Farris Winery

The Kentucky Grape and Wine Council convened at Jean Farris Winery for the January meeting. Below is a recap of the meeting:

Statewide Marketing Plan:

The Council voted to move forward with having a script developed for a video for the Kentucky Grape and Wine Industry. This video will not feature a particular winery but highlights the past, present, and future in the Wine and Grape industry in Kentucky.

Magazine advertisements featuring the Kentucky Wine Logo will be seen in April of 2008. Oprah, Town and Country, and In Style are all part of this advertising plan. Indiana, Nashville, Cincinnati, and Louisville will all see the Kentucky Wine Advertising!

The Kentucky Wine brochures are printed and will be disbursed mid February.

UK Report:

The University of Kentucky Research Reports titled *Vineyard Site Selection in Kentucky Based on Climate and Soil Properties* and *Kentucky Viticultural Regions and Suggested Cultivars* have been published. These reports are available to you by contacting Dr. John Strang at jstrang@uky.edu or Stacia Alford.

The Grape and Wine Council is reaching out to the grape producers to distribute information relating to Kentucky's grape industry. If you know someone who would like to receive the newsletter or be added to the Kentucky Grape and Wine Council's mailing list, please contact Stacia Alford.

The 2006 Senate Bill 82 budget was affected by the Governor's budget cut. The marketing cost share and wholesaler distribution funding will not be affected for 2008. The Council is re-budgeting for this year.

More information about the budget cut will be forthcoming in the February Newsletter following the next Grape and Wine Council meeting.

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Did you know that give away logo apparel is covered under the marketing cost share program?



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Special points of interest:

- *January KGWC meeting*
- *Upcoming Winery Events*
- *www.kentuckywine.com*
- *Agritourism Summit*
- *Kentucky Wine Logo*
- *OTBN- Open That Bottle Night*

Inside this issue:

<i>Kentucky Wine Logo</i>	2
<i>Open That Bottle Night</i>	2
<i>Fruit and Vegetable Recap</i>	2
<i>Upcoming Events</i>	3
<i>Agritourism Update</i>	3
<i>Kentucky Grape and Wine Council</i>	4
<i>Kentucky Proud</i>	4

WWW.KENTUCKYWINE.COM

The www.kentuckywine.com web page is an excellent resource to find a comprehensive list of the Small Farm Wineries in Kentucky. The Kentucky Grape and Wine Council encourages you to publicize the www.kentuckywine.com web page to your clientele and visitors

The www.kentuckywine.com web page features a variety of user options. Included in the features of this website are as follows: the history of Kentucky Wine, a page featuring upcoming events at wineries and vineyards, as well as a wine locator. Other helpful

features, such as the distances from winery to winery are in the process of being added.

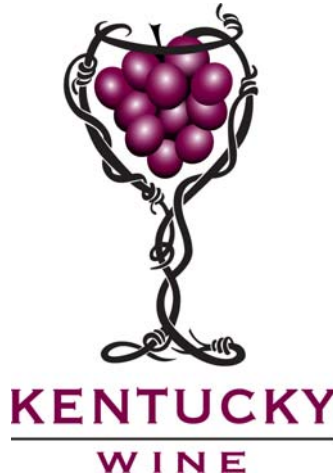
Look for these additions to be added shortly!

Kentucky Wine Logo

The Kentucky Wine™ logo has been created for your use. The growing grape and wine industry should be portrayed as a whole; what better way to do this than by using a common symbol.

This beautiful logo can be placed on any advertisement, bottle, sign, etc. for your winery or vineyard to provide notice that you have a Kentucky Grape Product.

Logo graphics are now available; please contact Stacia for more information.



OPEN THAT BOTTLE NIGHT-

Last Saturday in February!

“Open that bottle night” (OTBN) is a call to all wine drinkers around the country to stop waiting for that one special occasion to open up your special bottle of wine, but create your own occasion and highlight the wine as a part of the event.

OTBN offers a great opportunity to prepare a special Kentucky meal, so open the bottle and savor the memories on February 23.

Open that bottle of Kentucky Wine you have been waiting for. Visit <http://openthatbottlenight.com/> for more information.

Fruit and Vegetable Growers Conference Recap

The Fruit and Vegetable Growers Conference was held at the Embassy Suites Hotel on January 7 and 8, 2008. Attendance was great with many vegetable and fruit producers attending.

Topics for this year included: Commercial Fruit and Vegetable Production, Small fruit production, Grape and Wine Short Course, and Wine Making.

There was a celebration of wines on Monday evening. Acres of Land Winery, Elk Creek Vineyards, Equus Run Vineyards, Horseshoe bend Vineyards, Long Lick Farm Winery, Stone Brook Winery, and Wildside Vines were featured at this celebration tasting .

The dinner to celebrate Kentucky’s grape and wine industries took place on Tuesday night January 8th. Eight wines were paired with an eight course meal.

Acres of Land, Long Lick Farm, Horseshoe Bend Farm, Smith-Berry Winery, Chrisman Mill Winery, Talon Winery, and CCC Trail Winery were all paired with a course in the meal.



Ohio River Valley Farm Marketing Conference

The Ohio River Valley Farm Marketing Conference will be February 19-20 in Wilmington Ohio. For a complete agenda, more information, or to register, log on to <http://directmarketing.osu.edu/orvfmc/>, or contact Joy Bauman at (740) 289-2071, ext. 111 or jbauman@ag.osu.edu.

Upcoming Winery Events

Below you will find a list of upcoming events hosted by Kentucky wineries and vineyards. If you would like to feature your events on this page, please contact Stacia Alford.

February

- 13– 1:00 pm Kentucky Grape and Wine Council meeting- Talon Winery
- 14- Broad Run Vineyards Valentines Day Candle Light Dinner- Call 502-231-0372 for reservations.
- 15–Elk Creek Vineyard– A Night of Roses. 6-7:30 pm barrel tasting– call 502-484-0005 for reservations.
- 16–Elk Creek Vineyard– A Night of Roses. 6-7:30 pm barrel tasting– call 502-484-0005 for reservations.
- 16– Horseshoe Bend Winery- Complimentary soup and 1/2 sandwich (www.horseshoebend-ky.com)
- 17–Jean Farris Winery- Guitarist Zach Damron
- 23– Open That Bottle Night. Open that bottle of wine you have been saving for a special occasion!
- 23–Horseshoe Bend Winery- Complimentary soup and 1/2 sandwich

March

- 8–Horseshoe Bend Winery- Complimentary soup and 1/2 sandwich
- 8- Jean Farris Winery-Guitarist Nate Jones
- 8–Elk Creek Winery– Cooking Class with Sonja Henrixon– An Evening in Provence
- 15–Horseshoe Bend Winery- Complimentary soup and 1/2 sandwich
- 16-Jean Farris Winery- Guitarist Zach Damron
- 22-Elk Creek Winery–Cooking Class with Matt Falcone– Pit Fired Barbecue
- 22-Horseshoe Bend Winery- Complimentary soup and 1/2 sandwich
- 29-Horseshoe Bend Winery- Complimentary soup and 1/2 sandwich

April

- 13- Jean Farris Winery Guitarist Zach Damron

May

- 3–Jean Farris Winery - Guitarist Nate Jones
- 8–10– Wine and Vine Festival, Nicholasville, KY
- 11–Jean Farris Winery - Guitarist Zach Damron

June

- 13- Central Kentucky Wine Fest– Danville, KY
- 14– Elk Creek Winery- Cooking with Loria Eastman, Mediterranean Summer Supper

PLEASE CONTACT STACIA IF YOU WOULD LIKE TO LIST ANY UPCOMING EVENTS. AN INDUSTRY WIDE CALENDAR CAN NOT BE COMPILED WITHOUT YOUR HELP!



Agritourism Update

The new Web site for farm based tourist destinations in Kentucky will be unveiled in the 2008 Kentucky Agritourism Summit February 21, 2008 at the Center for Rural Development in Somerset.

Commissioner Richie Farmer said, "The new 'Kentucky Farms are Fun' Web site will enable Kentucky Agritourism operators to market their attractions quickly and efficiently. Tourist

from near and far will be able to find Kentucky farm destinations that the whole family can enjoy." Agriculture Commissioner

Farm destination operators can get valuable tips for business planning, insurance, signage, the use of Market Maker, Kentucky Proud, and media marketing for the promotion of their farm at the February 21, 2008 agritourism summit.

The owners of four successful Kentucky agritourism businesses will lead a panel discussion.

Registration is \$30, which includes lunch.

For more information, contact Stephen Yates, agritourism director for the Kentucky Department of Agriculture by phone at 502-564-4983.

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KENTUCKY
WINE

Nothing Else is Close



The Kentucky Grape and Wine Council was created in KRS 260.165 to promote and facilitate the development of grape, grape products, and the wine industry. Since its inception the KGWC has accomplished a wide variety of successes.

After initial start up complications concerning marketing cost share and wholesaler reimbursement, the programs are now running smoothly. The legislature assisted in providing an 11% wholesaler tax exemption. In addition, a web page, logo, and brochure have been established to assist in promoting the growing wine industry. A video as well as an all encompassing winery marketing passport program is under way. Advertising has been purchased in a variety of magazines both in state and out of state which feature the Kentucky Wine™ Logo. October was declared the Official Grape and Wine Month. A variety of commercial competitions are taking place this year in an effort to establish quality assurance.

If you know someone who would like to receive this newsletter or if you would like to notify others in the grape and wine industry about upcoming events, please contact Stacia Alford.

Kentucky Proud™ Applications Available

If you would like your winery or vineyard products registered as Kentucky Proud™, please request an application through the Kentucky Department of Agriculture (502-564-4983).

Kentucky Proud Producers benefit from advertising and promotional campaigns. So if your agricultural product is grown, raised, or processed in Kentucky, join Kentucky Proud™ team and show the world that "Nothing else is close."

When you buy Kentucky Proud™, you're giving your family and customers the best and helping your community by keeping your food dollars local.

Help your local economy and promote your fellow producer by purchasing locally grown Kentucky Proud Products.

Treat your guests to Kentucky Proud .

If you have any questions about Kentucky Proud™ Products or their Producers contact Stacia Alford. Buying Kentucky Proud™ and supporting your local farmer is easy.

