



Kentucky Grape and Wine Council News

September 2007

DID YOU KNOW THAT OCTOBER IS GRAPE AND WINE MONTH???

The Kentucky Grape and Wine Council (KGWC) met on Wednesday, September 19, at 1pm. The meeting was held at Springhill Winery Plantation Bed N' Breakfast in Bloomfield, KY. Minutes from this meeting will be available on October 24, after Council approval. For a copy, contact Stacia Alford.

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

STATEWIDE MARKETING PLAN:

Logo development for KENTUCKY WINE is FINISHED! The official Kentucky Wine logo can be found at the top of the page. This logo can be used by any Kentucky Small Farm Winery and can be sent to the wineries to assist in promotion of Kentucky Wine.

The winery brochure information has been finalized, thanks to the responses from the Kentucky wineries. This brochure will be disbursed among various tourist centers, wineries, hotels, etc.

Don't forget to check out the www.kentuckywine.org website for a listing of wineries by region.

ADVERTISING COST-SHARE AND WHOLESALER DISTRIBUTION UPDATE:

Advertising Cost-Share and Wholesaler Distribution reimbursements for Program Period One: January-June 2007 are being processed. If you opted into the Program Period Two: July-December 2007 and have not turned in an application, please submit your application.

The 2008 Distribution and Advertising Cost-Share program applications have been simplified for your convenience.

COMMITTEE REPORTS

Distribution: A survey is being given to all the Kentucky Small Farm Wineries this month. This survey will help inform the Council how Kentucky Wineries are operating under the new distribution system.

Legislative: The legislative committee is meeting this month to discuss changes in law concerning tasting and samplings.

ABC

Alcoholic Beverage Control conducted an excellent educational seminar at Springhill Winery prior to the September meeting. Packets of important information covered during this seminar are being mailed to all the wineries and are available through Stacia Alford. The ABC has offered to help 'clean up' the statutes and regulations during the upcoming legislative session.

ANNOUNCEMENTS:

- The local harvest is winding down, but is not over. The **GOT GRAPES?** Website, <http://www.kyagr.com/marketing/plantmktg/grape.htm>, is still available for those who are looking to purchase or sell grapes. If you would like to be listed on this website please contact Stacia Alford. Matches have been made!!!
- If you plan on attending or hosting any events or festivals this Fall and Winter please contact Stacia to be included on the Upcoming Events section of the newsletter as well as on the website.



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 and Allied Food Marketers will join forces with the Kentucky Grocers Association and Kentucky Association Convenient Stores to sponsor the conference. This conference will serve as a vehicle for Kentucky Proud™ producers to showcase their products and for 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** is going to be held at the Embassy Suites in Lexington, Kentucky with the Kentucky Vineyard Society as the major sponsor on January 7- 8, 2008. The first day of the Short course will focus on new or beginning growers and the second day will focus on commercial growers. Ms. Donna Winchell, of Ohio Grape and Wine Industries will make two marketing presentations at the Short course. There will be a Celebration of Kentucky Wines in the afternoon of January 7th which is an open to the public tasting of Kentucky wines (charges apply), and an open to the public Vintner's Dinner (charges apply) on January 8th during the Short course. The program and registration information will be available by early November in 2007.
- The Kentucky Vineyard Society and the University of Kentucky are co-sponsoring a **Kentucky Vintner's Dinner** during the Kentucky Grape and Wine Short Course on January 8th at the Embassy Suites Hotel and Conference Center in Lexington, Kentucky. The dinner will showcase wines made from Kentucky grown grapes that are going to be matched to Kentucky grown foods by the University of Kentucky Food Systems Imitative Coordinator Robert Perry. Thanks to Dr. Tom Cottrell, Kentucky wineries have made tremendous strides in recent years winning numerous medals at prestigious competitions such as Indy and Wines of the South.

Since the University and the Society do not hold liquor licenses and they have to adhere by the liquor laws of the State, the purchases are going to go through a licensed distributor. The tickets for this event are going to be available in late November and will be available for purchase at high-end liquor stores in Kentucky.

NEXT COUNCIL MEETING:

The next Grape and Wine Council Meeting will be October 24th at Acres of Land Winery in Richmond, KY. The Council meeting will begin at 1 pm. All are invited to attend.

OCTOBER IS GRAPE AND WINE MONTH!

Tourism will promote our vineyard and wineries in their media campaigns.

Stacia Alford
Grape and Wine Marketing Specialist
Kentucky Grape and Wine Council
Phone: 502-564-4983
Cell: 502-382-8779
Fax: 502-564-0303
Email: stacia.alford@ky.gov