

KENTUCKY WINE

Kentucky Grape and Wine Council Wine Labels Cost-Share Grant Program Guidelines

Direct inquiries and mail applications and forms to:

The Kentucky Grape and Wine Council
c/o The Kentucky Department of Agriculture
111 Corporate Drive, Frankfort, KY 40601
(502) 782-4117, tyler.madison@ky.gov

Purpose of the Program

The Kentucky Grape and Wine Council Wine Labels Cost-Share Grant is intended to assist licensed small farm wineries, defined by KRS 241.010(45), by reimbursing up to 50% of future approved label production costs for wines comprised of at least 75% Kentucky grown fruit. The funding will be distributed on a first come, first served basis. The costs of quality wine labels add significantly to the overall production cost of a bottle of wine. By offsetting label production costs on Kentucky grown wines, this grant aims to increase the number of these wines by decreasing the overall price per bottle, ultimately growing demand and resulting in vineyard expansion. Funding for this program is provided by the Kentucky Agricultural Development Fund. This grant program is administered by the Kentucky Grape and Wine Council (KGWC), in collaboration with the Kentucky Department of Agriculture.

Guidelines

A licensed Kentucky small farm winery may be reimbursed up to 50% of future approved label production based on the following requirements:

1. Grants are awarded from January 1 – October 31.
2. Wineries must submit a grant application and receive written confirmation of approval prior to purchasing wine labels (pg. 3 of this document). No expenses are eligible prior to KGWC's approval of the application.
3. KGWC will provide reimbursement cost share of 50% of approved label costs. Available funds will be distributed on a first come, first served basis with a limit of \$1,000 per winery.
4. Wineries may submit additional requests beyond the limit cap. Should funds remain available following the conclusion of the program (after Oct 31), additional requests by participants beyond the stated cap will receive consideration of further reimbursement. New caps will be determined based on remaining funds divided equally among participants with eligible requests exceeding the original program cap. Rollover payouts will only be issued if the new caps based on available funds exceed \$50 per participant.

5. All label costs eligible for reimbursement must be for wines comprised of a minimum of 75% Kentucky grown fruit.
6. Front labels must list, "Kentucky," as the designation of origin which, by The Alcohol and Tobacco Tax and Trade Bureau (TTB) law, requires a minimum of 75% of the fruit sourced originating from the state specified.
7. Labels (front or back) must contain the Kentucky Proud® logo (refer to pg. 5 of this document for Kentucky Proud logo use rules). Please note that only Kentucky Proud members are allowed to utilize the Kentucky Proud logo.
8. All reimbursement requests must be submitted to the KGWC within 60 days of purchase (pg. 4 of this document).

Approval of Labels

The KGWC will approve labels that are comprised of a minimum of 75% Kentucky grown fruit until program period funds are exhausted. Wineries must submit a grant application, label graphic files and production cost estimates for consideration. Labels must include the Kentucky Proud® logo. Approved applicants will receive written confirmation of approval prior to purchasing wine labels. The KGWC reserves the right to request records in order to verify grape origin of any wine in question. If no records can be provided upon request, the labels in question will not be considered eligible for reimbursement.

Limitations on Reimbursement

The annual funding is available from January 1 – October 31, 2021. The KGWC will provide notice of the new program year to all licensed small farm wineries in January.

Reimbursement Eligibility

Licensed Small Farm Wineries must submit a reimbursement request with invoices and graphic files within 60 days of purchase. KGWC will reimburse 50% of label costs.

Reimbursement Check

The Kentucky Department of Agriculture will mail reimbursement checks following approval by the KGWC of the reimbursement request. Program participants may be required to submit additional documentation in order to receive payment.

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KENTUCKY — WINE —

Kentucky Grape and Wine Council Wine Label Reimbursement Program Application

Direct inquiries and mail applications and forms to:

The Kentucky Grape and Wine Council
c/o The Kentucky Department of Agriculture
111 Corporate Drive, Frankfort, KY 40601
(502) 782-4117, tyler.madison@ky.gov

Winery Name: _____

Date: _____

License #: _____

Contact Name: _____

Physical Address: _____

Mailing Address: _____

Phone: _____ Email: _____

Website: _____

Total Label Production Cost: _____

Reimbursement Request Amount (50%): _____

- Please include graphic files of labels and production cost estimate(s) from vendor.

KENTUCKY — WINE —

Kentucky Grape and Wine Council Wine Label Reimbursement Program Reimbursement Form

Reimbursement Request Form

Winery Name: _____

Date: _____

License #: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Website: _____

Total Label Production Cost: _____

Reimbursement Request Amount (50%): _____

- Please include graphic files of labels and production invoice (s) from vendor.

Kentucky Proud® Logo Use Rules

Please make sure to use the Kentucky Proud® Logo correctly. If you have questions, you may always ask KDA for guidance prior to having something printed, published, or produced.

Kentucky Proud® Logo files may be accessed in the Member Services area of the Kentucky Proud® website at kyproud.com.

1) Components and Size. The components of the logo may not be rearranged, distorted, or re-made in any way. This standard does **not** apply to the horizontal version of the logo, which may only be used with pre-approval from KDA if you wish to be reimbursed. Never slant or compress the logo and never render the logo freehand. The Kentucky Proud® logo may be applied to the front or back label. The width of the Kentucky Proud® Logo must be at least 1/5 (20%) the width of the label. If the Kentucky Proud® Logo is smaller than these minimum requirements, you will not receive any reimbursement. You must maintain the aspect ratio of the logo.

2) Color. The individual colors of the Kentucky Proud® Logo - red (PMS 187), blue (PMS 294), and green (PMS 357) - may not be changed to different individual colors. The Kentucky Proud® Logo may be produced in the following **single** colors without prior permission: black, white, green (PMS 357 C), or brown (PMS 13-16 C). Any other **single** color requires written permission from KDA. The Kentucky Proud® Logo in white on any solid color is acceptable.

4) Registered Trademark Symbol. The logo's registered trademark attribute, ®, must be shown to denote the logo's registered trademark status.

5) Backgrounds. If the Kentucky Proud® Logo is going to appear over a background, such as a photo, please place a white oval behind it. Please be careful not to clip the cardinal's wing if you decide to not leave white space around the Kentucky Proud® Logo.

6) Incorporation of the Kentucky Proud® Logo as part of your own logo is *not* permitted.