



VIRGINIA WINE VISION

MISSION

Ensure a vibrant and sustainable industry for Virginia farm wineries.

VISION

A strong and profitable industry recognized for producing high quality Virginia wines while providing significant economic impact to the Commonwealth.

Virginia Wine Vision is a strategic plan born out of the cooperation of the Virginia Wine Board, Virginia Wineries Association and Virginia Vineyards Association to craft a blueprint for success for the Virginia Wine industry. These organizations in addition to supporting industry groups will jointly execute and revise the initiatives and tactics as necessary to achieve this plan.

For additional information:
virginiawine.org/pages/vision
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FOCUS AREAS

VITICULTURE & ENOLOGY

Achieve and maintain equilibrium between the demand for high-quality Virginia branded wine and viticultural sourcing.

MARKETING & TRADE

Build brand awareness, excitement and credibility of Virginia Wine through sales and relationships with industry members, consumers, trade partners and media.

FINANCIAL SUSTAINABILITY

Achieve profitability that enables wineries to sustain current business models with the opportunity to garner outside investment.

LEGISLATIVE EFFORTS

Engage wineries to educate lawmakers on the contributions Virginia Wine has on the Commonwealth's economy and the industry's legislative challenges.



KEY STRATEGIES BY FOCUS AREA

VITICULTURE & ENOLOGY

1. **PARTNERSHIPS:** Strengthen industry-wide partnerships.
2. **INNOVATION:** Increase efficiency and profitability of growing grapes, maintaining healthy vineyards and producing wine.
3. **INFORMATION:** Identify and collect accurate and relevant information to identify the current gap and future demand for grapes.

MARKETING & TRADE

1. **TARGETED MESSAGING:** Implement dynamic communication to build brand awareness and loyalty with each target audience.
2. **LOCAL COMMUNICATIONS:** Increase the recognition, support and distribution of Virginia wine as a local, craft, agriculture product.
3. **DISTRIBUTION:** Support wineries through expansion into diverse distribution opportunities.
4. **BRAND CHAMPIONS:** Increase awareness and presence of Virginia wines in distribution channels by leveraging influencers and brand ambassadors.
5. **RECOGNITION:** Build acknowledgment of the quality wines and experiences offered in Virginia.
6. **EDUCATION:** Provide educational materials that support marketing efforts of individual wineries and create opportunities for distribution growth.
7. **INFORMATION:** Identify and collect information that will support decision-making in marketing efforts.

FINANCIAL SUSTAINABILITY

1. **EDUCATION:** Support profitability and sustainability through educational resources.
2. **LONG-TERM INVESTMENTS:** Assist and encourage long-term planning to ensure longevity and success of the industry.
3. **INFORMATION:** Collect information that will support decision-making as the VA wine industry matures.

LEGISLATIVE EFFORTS

1. **FUNDING:** Increase the financial investment in legislative support.
2. **ENGAGEMENT:** Help owners build relationships with local and state officials and identify relevant partners to support legislative priorities.
3. **LICENSING:** Monitor the usage and definition of Virginia Farm wineries as defined and granted through Virginia ABC.
4. **EDUCATION:** Help owners understand the importance and effectiveness of the work in legislative and regulatory areas.