NC Wine & Grape Council

- Policy making board within NC Department of Commerce’s Division of Tourism, Film and Sports Development
- Established in 1986, and moved from Dept. of Agriculture to Dept. of Commerce in 2005
- Meets quarterly across the state and open to the public.
Council Members

• 11 members appointed by Secretary of Commerce
• 7 grape growers, 3 winery operators, 1 retailer

**Grower Category**
- Jerry Douglas – Biltmore Estate
- Bill Hatcher – Duplin Winery
- Robert Hinnant – Hinnant Family Vineyards
- Frank Hobson – RagApple Lassie Vineyards
- Kim Myers – Laurel Gray Vineyards
- Buddy Norwood – Shelton Vineyards
- Dan Smith – Cypress Bend Vineyards

**Winery Operator Category**
- Mark Friszolowski, Chair – Childress Vineyards
- Michael Helton – Hanover Park Vineyard
- Joe Neely – RayLen Vineyards

**Retailer Category**
- Ed Cook – Harris Teeter
Mission

• To facilitate development of North Carolina’s grape and wine industries by enhancing product quality for consumers, and encouraging economic viability and opportunity for growers and processors through education, marketing, and research.
Funding

• Formerly a special fund funded by excise tax on wines produced and sold in NC
• Moved to the state’s General Fund in 2009
• Budget has been reduced the past two years
Industry Statistics

- 106 Wineries from mountains to the coast
- Celebrated 100th winery in 2011 – Cauble Creek Vineyard
- New wineries opening at rate of one per month
- Rank 10th in U.S. for number of wineries
Wineries Rapid Growth

Number of Wineries

Year

1993  2000  2005  2010

8  21  52  100

# of Wineries
Industry Statistics

- Rank 9th in wine and grape production in U.S.
- 400+ commercial vineyards, 1800+ acres of grapes
- 3 AVA’s: Yadkin Valley, Swan Creek and Haw River Valley
Wine & Culinary Tourism in NC

• #5 in the nation for wine & culinary tourism, behind CA, FL, NY and TX

• #3 in the nation in wine-related travel, behind CA and NY

Source: Travel Industry Association of America, 2006
Winery Visitation

- Average around 800,000 visitors per year
- Typical visitors are older, educated, with higher household income
- 53% are from NC and nearly 40% surrounding states
- Majority are also going sightseeing, shopping, eating and visiting friends/family on their trip

Source: ASU Winery Visitor Profile Study, 2007
Economic Impact = $813 million

<table>
<thead>
<tr>
<th>Economic Impact Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time Equivalent Jobs</td>
<td>5,700</td>
</tr>
<tr>
<td>Wages Paid</td>
<td>$158 million</td>
</tr>
<tr>
<td>North Carolina Winery Sales</td>
<td>$48.2 million</td>
</tr>
<tr>
<td>Grape Sales</td>
<td>$3.7 million</td>
</tr>
<tr>
<td>Wine-Related Tourism Expenditures</td>
<td>$122.4 million</td>
</tr>
<tr>
<td>Number of Wine Related Tourists</td>
<td>800,000</td>
</tr>
<tr>
<td>Taxes Paid (state and local)</td>
<td>$38.5 million</td>
</tr>
</tbody>
</table>

Source: MKF Research of Napa Valley based on 2005 data. Council is replicating economic impact study in 2011.
Council Initiatives

• Marketing
• Public Relations
• Industry Relations

• Research & Extension
• Websites
• Publications
Marketing

• Billboard and cooperative campaign across NC
• Internet advertising
• Fresh grape marketing with NC Dept. of Agriculture
• Print advertising
Marketing

• Agricultural Tourism Highway Signage
• Administered by NC DOT and Dept. of Agriculture
• Requirements: Open at least 10 months per year, 4 days per week for a minimum of 32 business hours
Public Relations

• Customized pitching to local and national outlets
• Media missions to regional locations
• Festivals, fairs and culinary events
• Media.visitnc.com
• 2009-2010 PR program: invested $25,000 received ad value worth $450,000 reached 9.2 million people
Industry Relations

- Industry updates
- Newsletters
- Events and opportunities
- Seminars and workshops
- NC Winegrowers Association
- NC Muscadine Grape Association
- WineAmerica
Research & Extension

- Partner with local universities for grape and wine research specific to North Carolina
- 6 projects funded in 2010
- 5 projects funded in 2011

Topics Include:
- Nutrient Response
- Quality Improvement
- Muscadine Breeding
- Grape Cultivars
Consumer Website

www.visitncwine.com

- Listings and map of NC wineries
- Links to your website
- Events calendar
- Updates through your county
Industry Website

www.nccommerce.com/wine

- Industry news and events
- Info for prospective wineries and grape growers
- Grape supplies and classifieds
- Resources and marketing tools
Social Media

www.facebook.com/NorthCarolinaWineGrapeCouncil
www.twitter.com/VisitNCWine
Publications
Requirements

• Register with NC Wine & Grape Council
• TTB and NC ABC permits
• 5% of total production must be from NC fruit/ juice
• Tasting room open to the public
Contact Information

Justin Furr
NC Wine & Grape Council
Email: jfurr@nccommerce.com
Phone: 919-715-9463
Industry website: www.nccommerce.com/wine
Consumer website: www.visitncwine.com