

COMMUNICATIONS DEPARTMENT UPDATE

Nancy Light, VP Communications

*Wine Institute Board of Directors Meeting
86th Annual Meeting
June 9, 2020*

Annual Meeting June 9, 2020

COVID-19 Industry News & Resources



COVID-19 | Wine Institu x + -

https://wineinstitute.org/our-work/con

WINE INSTITUTE

BECOME A MEMBER LOG IN

ABOUT US OUR INDUSTRY **OUR WORK** NEWS & EVENTS

HOME / OUR WORK / REGULATORY COMPLIANCE

CORONAVIRUS (COVID-19) UPDATE

The safety of our visitors, communities, employees and their families is the number one priority of the California wine community during the coronavirus (COVID-19) pandemic.

Governor Gavin Newsom issued a statewide order on Thursday, March 19, for all Californians to "stay home". The order allows winery and vineyard operations to continue under the Food and Agriculture Sector critical infrastructure plan. Wineries are still open for operation and wine may be purchased online from winery websites for pickup or delivery. In addition, California wineries are continuing to ship wines through global supply chains to major export markets.

Wine Institute is working closely with the federal, state and local governments to ensure that wineries and vineyards can navigate the challenges during this unprecedented time, and is actively engaged in advocating for regulatory support and economic relief to preserve our businesses.

We continue to provide guidance to the entire industry. If you're interested in joining our members in supporting this important work, find out more here.

INDUSTRY & MEMBER RESOURCES

- Wine Institute News Alerts
- California State & Local Shelter in Place & Reopening Guidance
- California Alcohol Beverage Licensee Information
- State-by-State Alcohol Beverage Licensee Information
- Federal Alcohol Beverage Licensee Information
- Federal Assistance Available to Wineries
- Employer Information



CALIFORNIA WINERY TASTING ROOMS REOPENING GUIDANCE

These health and safety protocols for reopening winery tasting rooms are based on established governmental health and safety guidance (CDC, OSHA, FDA, and CDPH). Importantly, Wine Institute consulted with Dr. Petros Karakousis, medical expert in the area of infectious diseases and Professor of Medicine at the Johns Hopkins University School of Medicine; David Sarvadi, Partner, Keller and Heckman LLP and senior OSHA legal expert; the Wine Institute COVID-19 Health and Safety ad hoc Working Group;

members of the Wine Institute Legal Subcommittee; and hospitality representatives from Wine Institute member companies. In addition, we have received extensive input from California regional winery associations and are coordinating content with various state winery trade associations. Please note, these protocols are specific to winery tasting rooms. A winery providing a "sit-down, dine-in meal" should follow the California state guidelines for dine-in restaurants.



Email Campaign Archive

from Wine Institute,

[join our mailing list](#)

- 06/05/2020 - [Governor Approves Tasting Room Reopenings](#)
- 06/03/2020 - [Spotted Lanternfly Webinar: Thursday, June 11 at 10:00am, PST](#)
- 05/29/2020 - [News Briefs: ABC Defines "Meals" for Dine-In Guidance](#)
- 05/26/2020 - [News Alert: Coronavirus \(COVID-19\) Update](#)
- 05/22/2020 - [Webinar for Tasting Room Reopening Protocols May 27](#)
- 05/22/2020 - [Webinar for Tasting Room Reopening Protocols May 27](#)
- 05/20/2020 - [Zoom Background Photos of California Wine Regions Offered](#)
- 05/18/2020 - [New Market Intelligence Webinar for International Sales](#)
- 05/15/2020 - [News Briefs: Cannabis Appellation Regulation Comments Submitted by Wine Institute](#)
- 05/12/2020 - ["Dine-In" Restaurant Guidance Issued by Governor](#)
- 05/11/2020 - [Virtual Wine Experiences from California Wineries](#)
- 05/09/2020 - [News Alert: Coronavirus \(COVID-19\) Update](#)
- 05/07/2020 - [News Alert: Wine Institute Submits Comments on CDFA's Cannabis Appellation Regulations](#)
- 05/06/2020 - [News Alert: Wine Institute Issues Tasting Room Reopening Protocols](#)
- 05/05/2020 - [Pierce's Disease Referendum – Vote YES!](#)



Economic Impact of COVID-19

NEWS & EVENTS / PRESS RELEASES

US WINE LOSSES FROM COVID-19 COULD REACH \$5.94 BILLION

LOST REVENUE OF 36 TO 66 PERCENT PROJECTED FOR MOST WINERIES

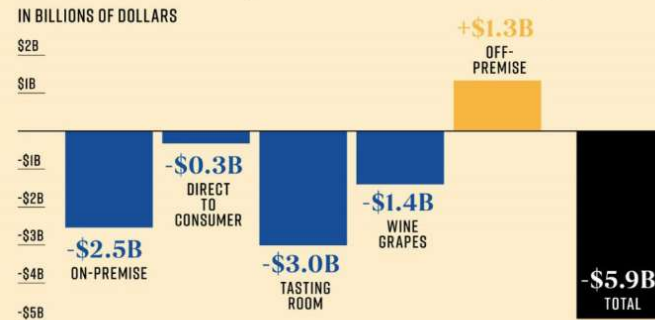
SAN FRANCISCO — Revenue losses for the nation's more than 10,000 wineries and more than 8,000 winegrape growers due to COVID-19 could reach \$5.94 billion on an annualized basis in 2020, according to a new analysis by wine industry expert Jon Moramarco, managing partner of bw166 and editor of the Gomberg-Fredrikson Report.



"Despite recent news of consumers increasing wine purchases from grocery stores and other outlets, the impact of on-premise and tasting room closures plus projected declines in direct-to-consumer sales will offset any short-term sales gains when taking into account all sales channels," said Moramarco. The COVID pandemic is altering consumer buying patterns in areas such as off-premise and e-commerce in ways that won't be fully clear for some time.

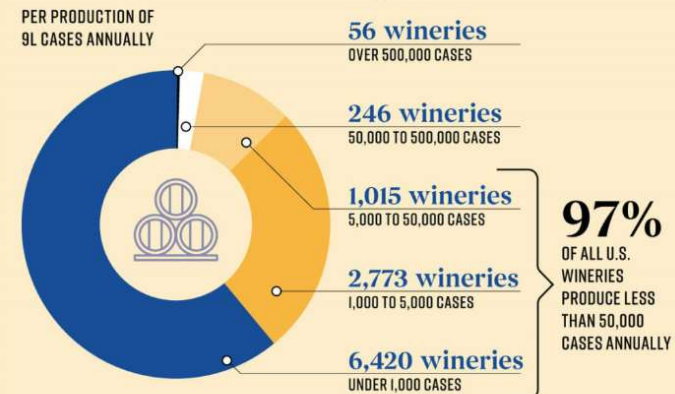
Ninety-seven percent (97%) of all U.S. wineries produce less than 50,000 cases and are estimated to experience annual revenue losses of between 36% to 66% with smaller wineries most impacted. Projected losses increase as winery size decreases with wineries producing 1,000 to 5,000 cases expected to see lost revenue of 47.5% and wineries producing under 1,000 cases or less expected to lose 66% of revenue.

US Wine Industry Annual Revenue Impact*



*Estimated. Sources: bw166, Wine Institute

Number of US Wineries by Size*

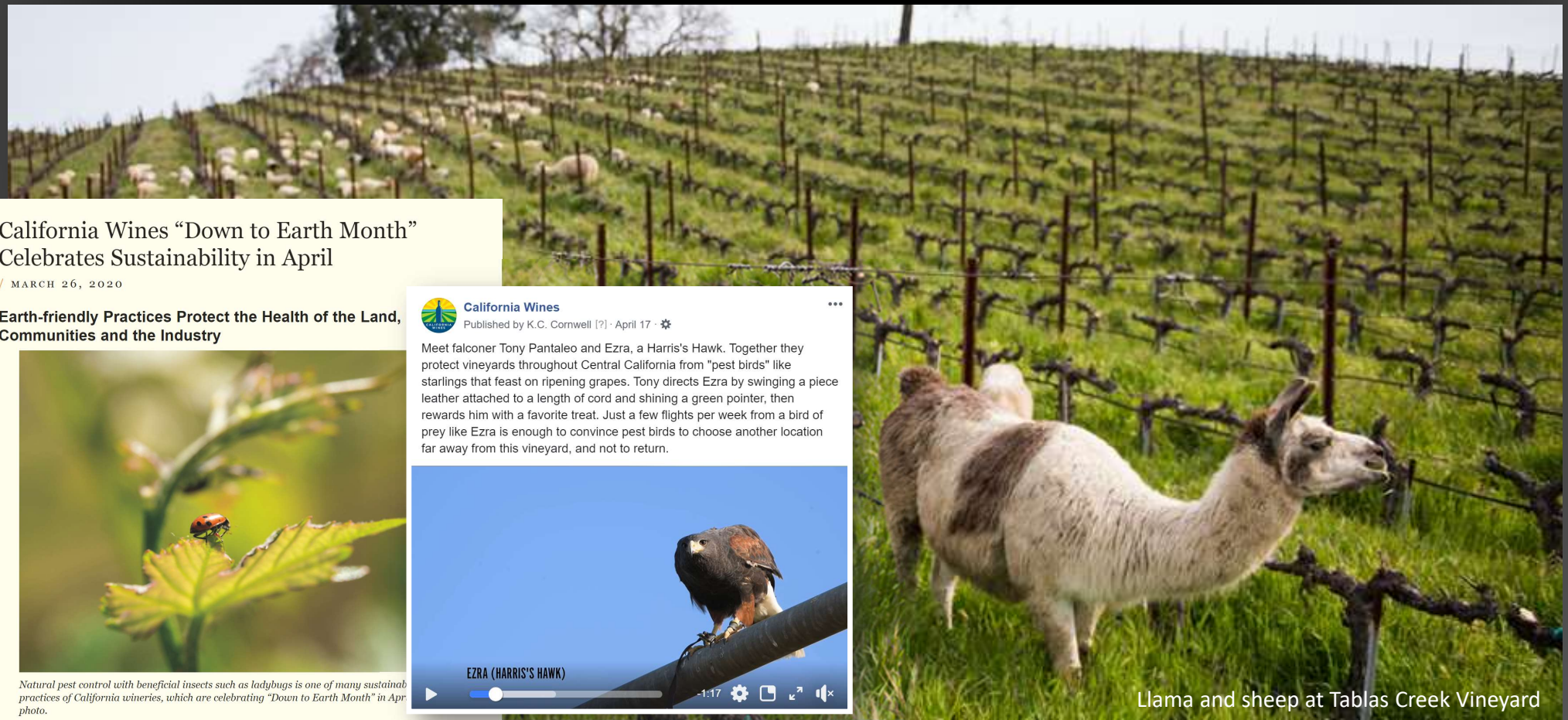


*Number of wineries sourced from Wines and Vines Analytics. Sources: bw166, Wine Institute

Annual Meeting June 9, 2020



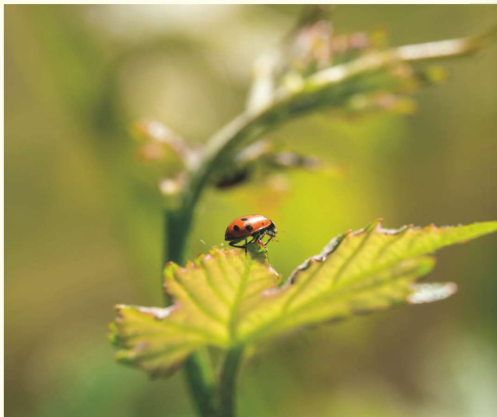
Discover California Wines U.S.



California Wines “Down to Earth Month” Celebrates Sustainability in April

/ MARCH 26, 2020

Earth-friendly Practices Protect the Health of the Land, Communities and the Industry



Natural pest control with beneficial insects such as ladybugs is one of many sustainable practices of California wineries, which are celebrating “Down to Earth Month” in April.

 **California Wines**
Published by K.C. Cornwell [?] · April 17 · ⚙

Meet falconer Tony Pantaleo and Ezra, a Harris's Hawk. Together they protect vineyards throughout Central California from "pest birds" like starlings that feast on ripening grapes. Tony directs Ezra by swinging a piece of leather attached to a length of cord and shining a green pointer, then rewards him with a favorite treat. Just a few flights per week from a bird of prey like Ezra is enough to convince pest birds to choose another location far away from this vineyard, and not to return.



EZRA (HARRIS'S HAWK)

▶ 1:17 ⚙ 📺 🔊 ✕

Llama and sheep at Tablas Creek Vineyard

Annual Meeting June 9, 2020



Discover California Wines U.S.

California Wineries Bring Virtual Wine Experiences to Consumers

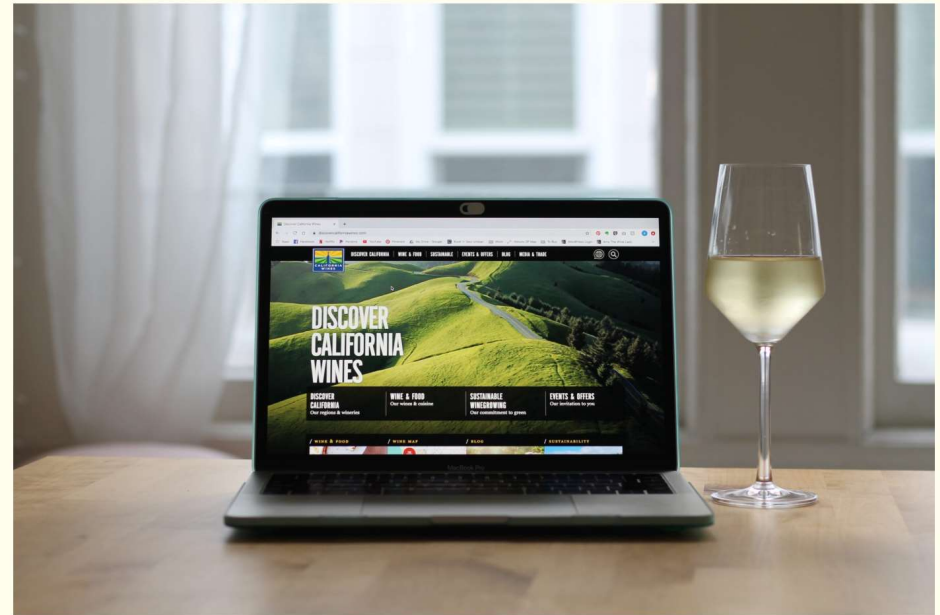
/ APRIL 20, 2020



Virtual vineyard and winery tours, dinner-and-wine kits, video cooking demonstrations and more are being offered by California wineries. Photo by Christin Hume on Unsplash.

More Virtual Experiences from California Wineries Statewide at DiscoverCaliforniaWines.Com

/ MAY 11, 2020



Annual Meeting June 9, 2020

Discover California Wines U.S.



EXPLORE **FOOD&WINE**

HOME > WINE

The Best Virtual Wine Tastings to Enjoy from Home Right Now

Keep up social distancing while sampling great wines from across the country and the world.

By **Megan Soll** | April 30, 2020

Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn commission.

- Save
- FB
- Tweet
- More



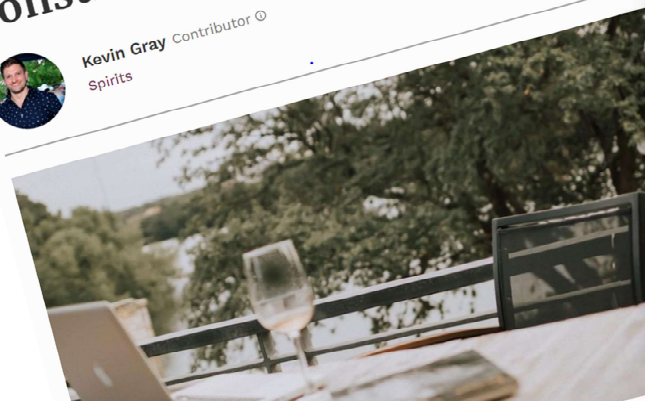
Far into our second month of social distancing, we're all continuing to take major safety precautions while cooking food and pouring drinks we love at home. Fortunately for us, wine purveyors have leaned into the times, with everything from virtual tastings via Zoom to tutorials on Instagram Live, and you can even find wine and recipe pairings taught by Michelin-starred chefs. So although most of us can't visit our favorite regional vineyards or experience new

Forbes

906 views | Apr 20, 2020, 06:16pm EDT

California Wineries Host Virtual Tastings And Cooking Demos For Stuck-At-Home Consumers

Kevin Gray Contributor
Spirits



California **now**

News Trip Ideas Destinations



NEWS · FOOD & DRINK · PASO ROBLES · SANTA BARBARA · LODI · MURPHYS · TEMECULA · MENDOCINO COUNTY · NAPA VALLEY · SONOMA COUNTY · WINERIES

How to Enjoy California Wine Even If You Are Stuck at Home

Many Golden State wineries are offering steep discounts on wine and shipping—here are 16 delicious deals

Posted March 26

By **Tina Caputo**



While you can't go wine tasting in California right now due to Governor Gavin Newsom's statewide stay-at-home directive to prevent the spread of COVID-19 (coronavirus), many of the Golden State's top wineries are offering stellar shelter-in-place deals to bring their amazing wines right to your doorstep. Along with discounting wine, wineries are slashing shipping prices—in some cases down to a penny—so there's never been a better time to stay home and stock up.

Some wineries, including many in the **Sonoma Valley**, are taking things a step further, offering **a series of virtual wine tastings** featuring live commentary with experts and insiders.

Annual Meeting June 9, 2020

Discover California Wines U.S.



Take a Virtual Trip to California Wine Country with Zoom Backgrounds

/ MAY 19, 2020

Images from California Wine Regions Provide Beautiful Backdrops for Meetings and Virtual Happy Hours



SAN FRANCISCO —Ever wish you were touring California wine country instead of sheltering in place at home? Now you can—at least virtually. Wine Institute is offering **background photos** for

Your Next Zoom Background: California Wine Country

By Alysia Gray Painter • Published May 25, 2020 • Updated on May 25, 2020 at 4:41 pm

Do some of your recent daydreams involve sitting on a terrace while trying a new pinot gris? Or perhaps watching the sun sink into the soft Central Coast hills, hills that are made even softer by the presence of vine after vine after vine?

You're clearly an aficionado of vino, and the lovely lands where grapes grow around the Golden State.

And to help you keep daydreaming about future visits, the [Wine Institute](#), "the public policy advocacy group of 1,000 California wineries and affiliated businesses," has created a series of spectacular [Zoom ready backgrounds](#).

Will you feature Sonoma, Santa Barbara, Temecula Valley, or the SLO Coast first? Call it a convivial conversation starter among you and your colleagues or family members. They're all free, too, like daydreams are right now. Find [several to choose from](#) at the Wine Institute site now.

SLOCoastWineCollective_ZoomBackground

Santa Cruz Mountains_Zoom Backgrounds_(c)CaliforniaWineInstitute

SantaBarbaraVintners_ZoomBackground

SonomaCountyVintners_ZoomBackground

TemeculaValleyWinegrowers_ZoomBackground

Annual Meeting June 9, 2020

Questions/Comments



Communications@WineInstitute.org

