



A COLLECTIVE VOICE

Wine Institute initiates and fights for public policy that helps our members produce world class California wines while building successful businesses. Join our more than 1,000 statewide members as we work to ensure the best environment for California wine to continue to thrive.

BECOME A MEMBER TODAY!

Our Work Benefits Your Bottom Line

Wine Institute unites the collective strength of our members to ensure the best possible environment for responsibly producing, promoting and enjoying wine. We go where our members can't — namely, all 50 states, Washington, D.C. and the international arena. We're the only organization advocating at all levels on behalf of wine.

WINERY SAVINGS

Our work secured a permanent federal excise tax reduction of \$0.50 per gallon on all the wine you produce from 14-16% ABV. This is in addition to the tax credit of up to \$451,700 per year, on the first 750,000 gallons produced. We had these tax reductions inserted in the 2017 Craft Beverage bill. Your annual excise tax savings will far exceed your annual Wine Institute dues.

SUPPORT FROM GRAPES TO GLASS

Making wine takes skill, passion, perseverance, continuous learning and the support of a vibrant community. Wine Institute knows this and assists members at every stage of the journey, helping to grow your business.

WE FIGHT FOR YOU

Wine Institute is first and foremost an advocacy organization. We fight successfully to create a favorable policy environment everywhere that it matters. At the state level, we have opened 47 states — 97% of the U.S. market — for Direct-to-Consumer (DTC) wine sales. In Washington, D.C., we enacted a significant permanent reduction of federal excise taxes for *every* single winery. In Sacramento, we secured passage of legislation that allows wineries to open an additional offsite tasting room.

We work with Congress and state and federal regulatory agencies across the country to make sure that the industry's point of view is being heard. We have decades of experience with the Alcohol and Tobacco Tax and Trade Bureau (TTB) which we use to help our members navigate a myriad of issues with our primary regulator. We are a voice for and conduit for state and federal funding to help you meet critical challenges due to wildfires and drought and for research to help with smoke exposure and pest management.

WE PLAN FOR THE FUTURE

Over the past several years, the public debate on alcohol and health has shifted significantly in the U.S. and around the

world. We engage domestically and internationally with relevant organizations and governments, working to ensure that policies are based on sound science and research. Through the California Sustainable Winegrowing Alliance and Certified California Sustainable Winegrowing, we support our wineries which are leading the way globally in adopting sustainable practices across all aspects of their businesses.

WE HELP WITH COMPLEX COMPLIANCE ISSUES

Winemaking is an art and a business in an ever-increasing compliance maze. We provide support on DTC shipping, wholesaler distribution challenges, labor issues, permits and more, as well as providing an array of topical workshops on sustainable winegrowing practices and workplace safety.



WE NAVIGATE TRADE BARRIERS AND EXPAND EXPORT MARKETS

We advocate for the removal of trade barriers and help our members make sense of the many challenges exporting their wines worldwide. Through our international marketing efforts, we have 16 representatives operating in more than 30 countries, ready to help increase your exports. Wine Institute is the exclusive manager of the Market Access Program (USDA) for California wineries, which provides federal funding to support marketing programs outside the U.S.

WE PROMOTE OUR INDUSTRY

We provide annual public awareness campaigns including Down to Earth Month and California Wine Month. These media focused initiatives create positive visibility and market penetration for your brand, wines and activities.





Become a Wine Institute Member

There are more than 1,000 Wine Institute members, a majority of which are small, family-owned wineries. Our board of 40 directors is comprised of wineries of all sizes, from every region of California and all members are invited to attend board meetings. Go to wineinstitute.org/about-us/our-members for the list of member wineries and associate businesses.

MEMBER BENEFITS

- A **voice at the table** and a role in helping to shape important issues of the day that are critical to your operations.
- A **direct line to our advocacy efforts** at the state, federal and international levels.
- **Guidance and support** on ever-changing legislative, regulatory and legal issues.
- Personalized **assistance on labeling and TTB's approval process**.
- **Deep savings on FedEx shipping** that far exceed membership dues for most participants.

- **Regular updates on issues** and “news you can use.”
- Exclusive opportunity to **share your activities and events** on our consumer website.
- **Member-only webinars** on topics including sustainable practices, worker safety, responsible serving and marketing.
- **Participate in committee and board meetings** where informative information is shared and an opportunity provided to network with other members.

As a wine producer you already benefit from our organization. Now we're asking for “all-hands-on-deck” to help the wine

community manage the extraordinary challenges ahead because we are all in this together.

ASSOCIATE MEMBER BENEFITS

- Invitation to all Board of Directors' meetings
- A public listing on Wine Institute's website, industry news and resources.
- Discounts on Capstone wine education programs.
- Access to discounts with FedEx and participation in our meetings and events.

For more information, go to wineinstitute.org/become-a-member

HOW TO JOIN – THREE EASY STEPS

Minimum dues start at \$300 for wineries producing 2,000 cases or less and are calculated based on a choice of percentage of sales or gallons sold. Your dues are also almost entirely tax deductible.

STEP 1

All bonded California wineries licensed as winegrowers that are producing or selling wine in the Golden State are eligible to become members.

STEP 2

Download our membership application and dues calculation forms. You can base your dues on either percentage of sales or gallons sold. Information can be found at wineinstitute.org/become-a-member/apply.

STEP 3

To join, email your membership application and dues computation form to Ian Blue, Member Relations director, at ibblue@wineinstitute.org. Please don't hesitate to contact us with any questions about the forms or benefits.

By the Numbers

\$350+ MILLION

Federal excise tax savings to date by California wineries due to permanent enactment of the Craft Beverage bill.

\$15 MILLION

Secured to date for winegrape smoke exposure research.

ZERO

States that passed excise tax increases in 2021 and 2022.

47 STATES

Now open for Direct-to-Consumer shipping — 97% of the U.S. market.

\$4+ BILLION

Direct-to-Consumer sales by California wineries in 2022.

\$46,350

Average savings on select FedEx® shipping services through exclusive agreement.

200+

Articles and broadcasts as a result of “Down to Earth” month and “California Wine Month” campaigns.

1,000+

Wine Institute members with the majority small and family-owned wineries.

86%

Of California wine production from Wine Institute members.

80%

Of California wine produced by Certified California Sustainable wineries.

95+%

Of U.S. wine exports from California.

\$170.5 BILLION

U.S. economic activity generated annually by California wine.

1.1 MILLION

Jobs across the nation supported by the California wine community.



Who we Are

WINE INSTITUTE LEADERSHIP

ROBERT P. KOCH

President and CEO

BOARD OF DIRECTORS' OFFICERS

CHAIRMAN - RANDALL LANGE

LangeTwins Family Winery and Vineyards, Lodi

FIRST VICE CHAIRMAN - MATT GALLO

E. & J. Gallo Winery, Modesto

SECOND VICE CHAIRMAN - ROBIN BAGGETT

*Alpha Omega Winery, St. Helena
Tolosa Winery, San Luis Obispo*

TREASURER - ALEX RYAN

The Duckhorn Portfolio, St. Helena

SECRETARY - GRETCHEN RODDICK

Hope Family Wines, Paso Robles

WINE INSTITUTE BOARD MEMBERS

Alexander Valley Vineyards
Alpha Omega Winery
ASV Wines
Baldacci Family Vineyards
Bogle Vineyards
Bonterra Organic Estates
Bronco Wine Company
Brown-Forman Corporation
Constellation Brands, Inc.
Cooper-Garrod Estate Vineyards
DAOU Vineyards & Winery
Darcie Kent Estate Winery

Delicato Family Wines
E. & J. Gallo Winery
Fontanella Family Winery
Foppiano Vineyards
Gary Farrell Wines
Groth Vineyard & Winery
HALL Wines
Hope Family Wines
J. Lohr Vineyards & Wines
Jackson Family Wines
JUSTIN Vineyards & Winery
Korbel Champagne Cellars

LangeTwins Family Winery and Vineyards
Long Meadow Ranch Winery
MacRostie Winery & Vineyards
Michael-David Winery
Miller Family Wine Company
Milliaire Winery
O'Neill Vintners & Distillers
Palmar Vineyards
Pedroncelli Winery
Ramey Wine Cellars
Robert Hall Winery

Rodney Strong Vineyards
San Pasqual Winery
Scheid Vineyards
Senses Wines
Six Sigma Winery
The Duckhorn Portfolio
The Wine Group
Tolosa Winery
Treasury Wine Estates
Trinchero Family Estates
Viader Vineyards
Vie-Del Company
Wente Family Estates
Woof'n Rose Winery

WEBSITES

WINE INSTITUTE

wineinstitute.org

MEMBERS-ONLY (LOG-IN REQUIRED)

wineinstitute.org/members

DISCOVER CALIFORNIA WINES (CONSUMER)

discovercaliforniawines.com

CALIFORNIA SUSTAINABLE WINEGROWING ALLIANCE

sustainablewinegrowing.org

INTERNATIONAL EXPORT PROGRAM (LOG-IN REQUIRED)

calwinexport.com

LIST OF MEMBERS ON WEBSITE

wineinstitute.org/about-us/our-members/winery-members

WINE INSTITUTE

425 Market Street, San Francisco, CA 94107
wineinstitute.org

For more information, contact
memberservices@wineinstitute.org