
THE

• PA WINE LAND POST •

Special Edition

PA WINE MARKETING & RESEARCH BOARD - JULY 2019

870K+

WINERY AND
WINE TRAIL
PROFILE VIEWS

PENNSYLVANIAWINE.COM APPROACHES
3.5 MILLION PAGEVIEWS

SINCE INTRODUCTION OF
PA WINE LAND MARKETING IN 2014

(128% INCREASE IN VISITATION)

660K+

WINERY AND
WINE TRAIL
EVENT VIEWS

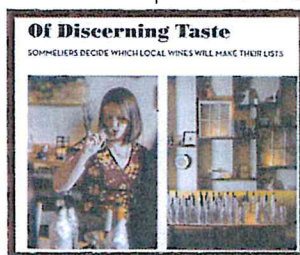


FOX 29 PHILLY FEATURES PA WINES
ON NATIONAL ROSÉ DAY



PA WINES HEADS TO WESTERN PA
FOR MULTI-WINERY PHOTO SHOOT

PA WINERIES FEATURED
IN NYC AS PART OF
REGIONAL MARKETING
INITIATIVE WITH
VISIT PHILADELPHIA
AND REGIONAL
TOURISM PARTNERS



Of Discerning Taste
SOMMELIERS DECIDE WHICH LOCAL WINES WILL MAKE THEIR LISTS

TABLE MAGAZINE
(PITTSBURGH)
FEATURES PA WINES
SOMM JUDGMENT 2019

**VISIT PA FEATURES
PA WINES IN EMAIL
REACHING 200K+
SUBSCRIBERS**
RESULTING IN 400
INDIVIDUAL PA WINES
GUIDE REQUESTS
IN JUST ONE WEEK



PA WINES UNVEILS VIDEO LIBRARY FEATURING
**25 ORIGINAL VIDEOS CREATED
IN JUST TWO YEARS**

ON PACE TO ADD A DOZEN NEW VIDEOS
TO THE LIBRARY BY END OF 2020



PA WINES MARKETING PROGRESS

*PA Winery Association (PWA) activities and achievements to date
pursuant to PWMRB "Round 2" and "Round 3" funding.*

ROUND 2 AND 3 ACTIVITIES (SHARED ACROSS BOTH ROUNDS OF FUNDING)

PA Wines Marketing Team (PA Wines) continuing "Made in PA Wine Land" multi-media advertising and promotions totaling more than 20 million brand impressions through 2019, reaching all 67 PA counties and all surrounding states plus Virginia and DC.

Advertising media includes digital, video, print, social media, and email, as well as partnership marketing with VisitPA, Visit Philadelphia, Discover Lehigh Valley, PA Assoc. of Bed & Breakfast Inns, and Fine Wine & Good Spirits.

ROUND 2 ACTIVITIES

PA Wines executed PA Wine Month 2018 and other seasonal promotions with Fine Wine & Good Spirits including two new video campaigns: "Chef's Table" featuring a wine specialist and PA Preferred Chef.

PA Wines executed the first Camp Pennawine in Lake Erie Wine Country, which gave a group of press/writers an engaging and instructional look at grape growing and winemaking in that region and across Pennsylvania.

PWA is dispersing more than \$90,000 to 7 wine trails in Wine Trails Matching Funds through 2019.

ROUND 3 ACTIVITIES

PA Wines executing third Sommelier Judgment Day, featuring 98 wines submitted by 25 wineries to more than two dozen panelists from respected restaurant and wine programs.

PA Wines is preparing advertising and PR efforts for PA Wine Month 2019 including programming at new Fine Wine & Good Spirits "Taste & Learn Centers" this fall.

PA Wines launched "Made in PA Wine Land Southeast" campaign with regional tourism partners from Philadelphia, Bucks, Chester, Delaware, and Montgomery counties including a new dedicated landing page on PA Wines website and regional advertising reaching the Greater Philadelphia and New York City metro areas.

PA Wines is collaborating with Lehigh Valley AVA wineries and Discover Lehigh Valley on first ever integrated and coordinated AVA promotion beginning late summer and through spring 2020.

PA Wines is executing two new "Camp Pennawine" programs in late September and early October in Brandywine Valley and Lehigh Valley as part of WMRB supported regional marketing initiatives.
