



Winery Scale Up Planning Grant

GO Virginia Region 9



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Advisory Board Members

- **Tori Buell**, Town of Culpeper
- **Helen Cauthen**, Central Virginia Partnership
- **Cynthia Chiles**, Crown Orchard
- **Chris Engel**, City of Charlottesville
- **Tracey Gardner**, Madison County
- **AJ Greely**, Hark Vineyards
- **George Hodson**, Veritas Vineyards & Winery
- **Shannon Holland**, GO Virginia Region 9
- **Bonnie Jewell**, Rappahannock County
- **Maureen Kelley**, Nelson County
- **Jason Murray**, Arterra Wines
- **Jennifer Schmack**, Fluvanna County
- **Francoise Seillier-Moiseiwitsch**, Revalation Vineyards
- **Candace Spence**, Central Virginia Partnership
- **Kenny White**, Chateau MerillAnne
- **Alan Yost**, Greene County

Consultant: **Matthew Brown**, M.W.J. Brown Consulting

Our Region's Wineries

- 105 Wineries
- Approx 1/3 of all Virginia wineries
- 58% 2024 Virginia Governor's Cup Case Winners
- 2,300+ acres, 50% of state total (2022 Commercial Wine Grape Report)



Evaluating Barriers to Expansion & Export

- Data collection via two surveys
 - Virginia's Producers
 - On Trade/Off Trade (with particular focus on DC)
- Stakeholders/Subject Matter Experts
 - VA Wine Board Marketing Office
 - Williams Compliance, Consociate Media
 - VDACS, SBDC
 - Winebow
 - Consumer groups
 - Beyond our region: Silicon Valley Bank, Oregon Wine Board

Projected Timeline

- Distributed draft survey to test group 4/5
- Distribute official survey 5/6
- Begin data sorting, in-depth follow up 7/1
- Compile results, compose report 8/1
- Submit report 10/1

hello@mwjbrown.com; (434) 760-7446