



Pennsylvania Wine Market & Research Promotion Program

Progress Report

A financial status report and a project performance report will be required on a semi-annual basis. October and April reports are due. A final report may serve as the last semi-annual report due 30 days after completion of the contract. Grantees shall monitor performance to ensure that time schedules are being met and projected goals by time periods are being accomplished. Please submit reports to: RA-AGCommodities@pa.gov.

SECTION 1 – SUMMARY INFORMATION

Date of Report: February 12, 2021

Contract/PO#: 63019360 Fiscal Year: 2020-2021 Round of Grant: 4
(i.e. Round 1, Round 2, etc)

Title of Paper: Pennsylvania Wine Land Statewide Marketing & Promotions

Organization: Pennsylvania Winery Association (PWA)

Project Coordinator: Trish Brown, PWA Board Member

Organization Address: 411 Walnut Street

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Progress Report: October April
 Final

Area of Focus: Research
 Marketing

SECTION 2 –OBJECTIVES | TIMELINES | OUTCOMES | BUDGET
(A comparison of actual accomplishments to the objectives for that period?)

The Pennsylvania Winery Association (PWA) will market PA wines through a combination of a Consumer Campaign, including digital and traditional advertising, promotion, content marketing and events. Additionally, we will create a PA Wines Guide.

The projects seek to include more than 60,000,000 PA Wines brand impressions across multiple geographic markets, reaching more than 6,000,000 potential PA wine buyers as measured by available winery visitation data and website use during a 12-month period. Additional outcomes include greater public and industry recognition of the variety of wines being made by an equally diverse group of winemakers in Pennsylvania. These efforts will also aid in consumer favorability for the sales of PA wines.

All projects were completed by the December 2020 deadline — an extension was granted by PLCB.

Timeline: October 2019 to December 2020, PLCB granted an extension for this grant due to the COVID health pandemic.

Project Amount

PA Wine Land Consumer Campaign: Advertising Placements and Production, including PA wine Month promotions and oversight \$300,082.00

PR & Media Relations, including Camp Pennawine, Somm Judgment, wine review and PA Wine month Programing \$50,000.00

Content Marketing via the PA Wine Land Post \$37,000.00

PA Wine Guide: Production, distribution and oversight \$35,000.00

Total \$422,082.00

SECTION 3 – SCOPE OF WORK

(Reasons why established objectives were not met, if applicable?)

PA Wine Land Advertising and Promotions

Building on the marketing support of the PWMRB/PLCB in 2019, the campaign “Pennsylvania Wines: Pair Well”. This new campaign for Pennsylvania Wines the brand is designed to showcase our wineries, people, product, and experience -- to the entire Commonwealth and surrounding markets in six bordering states plus Washington, DC and Virginia.

Using a multi-season, multi-faceted, and strategically integrated combination of digital, content, video, print, and radio media, the "Pairs With" campaign will allow opportunities to showcase PA Wines via social media, email marketing, text marketing, and content marketing efforts. PA Wines brand marketing was further bolstered with strategic public relations initiatives outreach.

The PWA is continuing its "Pennsylvania Wines Pair Well" campaign having recently adapted messaging to support Pennsylvania Wine Month (October) and holiday wine sales promotions across the commonwealth. The campaign achieved more than 6.5 million ad impressions through 2020 including a 50% increase in [PennsylvaniaWine.com](https://www.pennsylvaniawine.com) usage during the final 10 weeks of 2020.

The campaign is supported by ongoing and significant content marketing and social media. The PA Wine Land Post now features more than 290 original articles and is a major driver of more than 600,000 projected annual pageviews on [PennsylvaniaWine.com](https://www.pennsylvaniawine.com). Using a combination of social media promotions and promotions, subscribers to the "Post" have increased by 38% in the past year.

Promotional efforts throughout 2020 adapted to promote PA Wines appropriately during the COVID 19 Pandemic with increased emphasis on communicating retail and visitation status of wineries in all regions, promoting curbside pick up options, and home delivery.

COVID 19 Response - Holiday period 2020:

Throughout 2020, PWA continued to move forward with advancing the PA Wines brand and our industry while adapting to realities of the COVID-19 impact. With the evolving COVID-19 operating restrictions beginning in mid-March, PA Wines pivoted its marketing activities appropriately to continue delivering on the mission and strategies of our current WMRB grant programs. Our actions are to ensure that our industry remains visible and to support PA wineries with consumer marketing that drives interest and sales.

Since our previous progress report and in the final weeks of 2020, our marketing activities — advertising, content, and press relations — geared towards inspiring consumers to make PA Wines a part of their holiday celebrations (even if the holidays were “smaller” this year, PA Wines still had a seat at the table). Using a combination of email, social media advertising, text marketing, and press outreach, PA Wines was able to drive significant pageviews and digital engagement in the final weeks of 2020, including a 42% increase in website usage including more than 66,000 pageviews of holiday-related and PA wine purchasing content and resources.

SECTION 4 – DELAYS/RISKS

(Reasons for any problems, delays, or adverse conditions which will affect attainment of overall program objectives, prevent meeting time schedules or objectives, or preclude the attainment of particular objectives during established time periods. This disclosure shall be accomplished by a statement of the action taken or planned to resolve the situation?)

The recent COVID 19 pandemic has caused a shift in the efforts as described in previous reports. The PWA sought and extension to complete the projects of the grant. The extension was granted by the PLCB.

SECTION 5 – SPECIAL NOTES

(What objectives and timetables are established for the next reporting period? Etc.)

Despite the shifts necessary, all relevant. projects and promotions were completed within the grant period. The PWA is continuing with statewide promotions pursuant to new “Round 5 / Recovery” funding awarded by the PLCB in December 2020.

Please see the attached document for reference to the current activities of the grant.

THE PA WINE LAND POST

Special Edition

PA WINE MARKETING & RESEARCH BOARD - FEBRUARY 2021

PA WINES KEPT MOMENTUM THROUGH 2020

HOLIDAY SEASON USAGE OF PENNSYLVANIAWINE.COM UP 42% COMPARED TO 2019 (+9,000 USERS)

ADVERTISING AND PR DROVE SAFE VISITATION TO WINERIES, WINE SALES PROMOTIONS, & HOME DELIVERY OF WINES



*Shopping small?
Shopping last minute?*

LOCALLY-SOURCED PA WINE GIFT BASKETS ARE HERE TO SAVE THE (HOLI)DAY!

Wineries across Pennsylvania are boxing up their bottles and shipping them directly – to you! See below for links, special promotions, and purchasing tips to get local wines delivered to your door.

Winery	Website	Promotions	Shipping States	Special Instructions	Online Local Pickup
Allegro Winery	Click to shop	Shipping is included with any 12 bottle purchase. Shipping on 6-11 bottles is \$5; less than 6 bottles is \$20.	AK, AZ, CA, CO, DC, FL, GA, HI, IA, ID, IL, IN, KS, LA, MA, MD, ME, MN, MO, NC, ND, NE, NH, NM, NV, NY, OH, OK, OR, PA, SC, TN, TX, VA, VT, WA, WI, WV, WY	We offer UPS shipping to 38 states plus local Saturday home delivery in most of York County. For UPS delivery, complete shipping information at Checkout under the "Delivery" tab. For local home delivery, select "Pickup" at Checkout, then "Home Delivery".	Yes
Antler Ridge Winery	Click to shop	Flat rate pricing for all varieties	FL & PA	Adult signature required	Instruct website 570-24
Armstrong Valley Winery	Click to shop		PA, AK, DC, FL, ID, LA, MN, NC, ND, NE, NH, NV, OH, OR, WV, WY	no	Yes
Arrowhead Wine Cellars	Click to shop		AL, AK, AZ, CA, CO, FL, GA, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MN, NE, NV, NH, NM, NY, NC, ND, OH, OK, OR, PA, SC, TN, TX, VT, VA, WA, WV, WI, WY	If shipping to any other state than PA. You must go to: www.arrowhead_wine.com (Please order early we can not guarantee arrival times with holiday shipping. It depends on UPS and the weather.	Yes

Top Crop: Pairing PA wines with winter favorites



5 Ways You Can Help Local Wineries



Wrap it Up: Clever ways to gift Pennsylvania wine

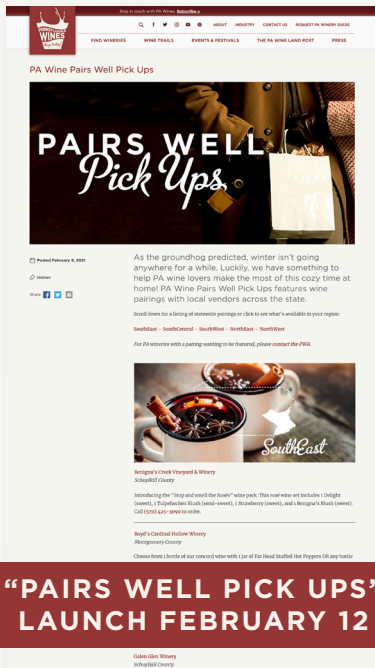


Paths to Becoming a Winemaker: Reinventing Retirement at M&M Vineyards



ONWARD IN 2021

WITH THE SUPPORT OF PLCB AND WMRB “ROUND 5 / RECOVERY” FUNDING, THE PA WINES MARKETING TEAM IS FORGING AHEAD ON MANY FRONTS:



**“PAIRS WELL PICK UPS”
LAUNCH FEBRUARY 12**

“Pairs Well” advertising to generate visitation to wineries and sales of PA wines statewide (from winery and at home), supported by the introduction of curated PA Wines Experiences at participating wineries

Raising PA Wines visibility and competitiveness among key press and influencers via continued proactive outreach and relationships plus new Camp Pennawine and Somm Judgment programs

Productive marketing partnerships with PA Tourism, Fine Wine & Good Spirits, and PA Preferred

Re-energized industry relations, collaboration, and support via increasing touch-points with winery owners, winemakers, and growers — including monthly virtual meetings, new marketing tools & resources, and seasonal surveys