



Spring 2025

The 2025 Virginia Governor's Cup® medalists have been revealed! After evaluating over 600 entries, a panel of [world-class judges](#) awarded 155 gold medals to 87 wineries, cideries, and meaderies across the Commonwealth. Here's a look at this year's outstanding lineup:

- Meritage blends led the way with 32 gold medals, followed by Petit Verdot with 16.
- Gold medalists represent eight wine regions, with Central Virginia leading the pack.
- Red wines dominated, earning 61% of all gold medals.
- Virginia Cider claimed 6 gold medals.
- Winning wines span seven vintages and over 20 different grape varieties.

View the full list of medalists: www.virginiawine.org/governors-cup/awards/2025

The top 12 wines will form the prestigious Governor's Cup Case®—one will claim the Governor's Cup®, and one cider will be named Cider of the Year. Join us in Richmond on March 13th to celebrate together, taste these gold-medal winners and witness the big reveal!



Click [HERE](#) to view photos from the 2024 Annual Meeting & Conference!



VWA Regulation & Rules Round Up
Social Media & Marketing
Monday, March 31st
1:00 p.m.

Join our upcoming webinar to unlock the latest strategies for dominating social media and learn proven tactics to boost engagement, reach new audiences, and drive sales.

This is a free, virtual event. Click [HERE](#) to register to gain actionable insights from industry experts! The webinar will be recorded and available for viewing.



2025 Eastern Winery Exposition

The Eastern Winery Exposition returns to Lancaster this year. EWE is designed to provide Eastern U.S. and Canadian wineries, vineyards and suppliers with an easily accessible, affordable and professional meeting place, trade show and Eastern-focused conference. EWE provides numerous opportunities for meeting the experts; sharing wine, knowledge, tips & techniques; networking, learning, socializing, equipment purchasing and wine tasting.

VWA is a supporting sponsor! VWA members can receive 10% any registration type using the discount code **25VWA**. If you want to attend the tradeshow only, the discount code **EWE25VIP** can be used for unlimited free Exhibits only passes.

Click [HERE](#) to register!



Ask the Expert - Utilizing Artificial Intelligence Applications in the Winery Industry

Tuesday, April 1, 2025
(via Zoom)

Join us for an Ask the Expert session with Dr. Marketa Rickley, Assistant Professor of Management at UNC Greensboro. She will provide expert insights on utilizing artificial intelligence applications in the wine industry.

Click [HERE](#) to register!



Sparkling Participation Survey to Gauge Interest in Virginia Sparkling Events

Shannon Horton is spearheading a Sparkling Showcase for Virginia producers.

The event may take place in Northern Virginia where you will be able to sell your product. Currently, Shannon is surveying wineries for interest in the event. This event is open to all sellers of sparkling wine and cider whether it is made on your property or contracted through another party and must be made of 100% Virginia fruit.

If you are interested, please fill out the Sparkling Survey link below and Shannon will keep you updated on the process for this initiative.

Click [HERE](#) for the survey!

Preferred Partner Member Highlight:
Broadcast Music, Inc. (BMI), a global leader in music rights management who serves as an advocate of the value of music, representing 15 million musical

works created and owned by more than 1 million songwriters, composers, and music publishers.

VWA members who license on the BMI License for Eating and Drinking Establishments will receive a 5% discount for VWA membership and an additional 5% discount when they license or pay in full online. VWA members will also be eligible to receive a 10% discount for timely payment. Questions? Contact Jessica Frost, (615) 401-2873 or jfrost@bmi.com.

Emily Hodson Wins

2025 Rich Smith Award!

January 29, 2025 —The ninth annual Rich Smith Award of Excellence for outstanding contributions to the American grape and wine industry was presented to Emily Hodson. Click [HERE](#) to read the full announcement. Congratulations Emily!

VWA Upcoming Events:

March 13, 2025: Governor's Cup® Gala, Main Street Station, Richmond

March 25-27, 2025: Eastern Winery Exposition & Conference, Lancaster, PA

March 31, 2025: Regulation & Rules Round Up: Social Media & Marketing, via Zoom (Registration Required)

April 1, 2025: Ask the Expert Session: Utilizing Artificial Intelligence Applications in the Winery Industry, via Zoom (Registration Required)

April 16, 2025: VWA Board of Directors Meeting, 10am-2pm, King Family Vineyards

Who's My Legislator?

The Who's My Legislator? service is an online tool where the public at-large can determine which legislators represent them. Just enter your home address or use map based navigation to see your Virginia House and Senate representatives, as well as those in the U.S. House and Senate.

Please click [HERE](#) to locate your representatives.



Join a Committee!

VWA Job Bank - Post your Open Positions!

SEND US YOUR NEWS! We're always interested in hearing updates from our members: New staff, new programs, recent news, community service projects, awards, etc. Photos are encouraged!





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