



Summer 2025



VWA Regional Meeting
Beliveau Farm Winery (Blacksburg)
Thursday, June 26th
2:00 p.m. - 4:00 p.m.

The Virginia Wineries Association has been on a road tour for a series of regional meetings promoting industry collaboration and a strong focus on marketing, with discussions both region specific and industry wide, and we want to hear from you. These gatherings are designed to spark discussion around current and future marketing efforts, while also offering a valuable chance to connect with fellow members across the state.

Not able to join on Thursday? [Volunteer](#) to be a part of the new VWA Marketing Committee!



The Virginia Wine Marketing Office is engaging with trade to encourage by the glass placements for Virginia wineries. Read more on how to get involved:

Virginia Beach Trade Tasting - July 22

The VWMO is hosting a trade tasting on Tuesday, July 22 from 11:00 AM to 2:00 PM at Terrapin Restaurant. Themed "Local Wine, By the Glass," this event highlights Virginia wines priced below \$20 wholesale and well-suited for by-the-glass placements. Participating wineries will pour 3+ BTG-friendly wines and 1–2 premium selections. Wineries must be distributed through VWDC or another licensed distributor. Space is limited and priority will be given to wineries in and around the Virginia Beach region.

[Desiree Harrison-Brown](#) will follow up to confirm your participation and provide full event details. Additional trade tastings will be held across the state, with local wineries prioritized in each region.

Distribution Resource Page

VirginiaWine.org now features a dedicated [page](#) to support Virginia wineries in expanding their market reach. This includes the [Winery Toolkit: Selling Virginia Wine](#) which features pricing and positioning tips.

Help Us Track Virginia Wine Placements

Virginia Wine is gaining ground and we want to celebrate every win. If you've recently secured a new placement (by-the-glass or bottle) in a restaurant, wine bar, or shop, let us know! Fill out our quick survey to track new placement to help us highlight trade champions and share the story of Virginia Wine's growth. [Complete the Survey](#)

Preferred Partner Member Highlight:

[Aquino Baron](#) - A boutique agritourism consulting firm with 30 years experience that works with wineries, cideries, and farms. Our one on one hands on consulting approach with startups and existing businesses produce high quality results. We specialize in: Business operations; Revenue generation; Strategic planning; Problem solving; Transitional ownership. Real estate Sales & Acquisitions. Our portfolio of services includes real estate. We specialize in winery, cidery, farm, and land sales. We work with a unique platform to advertise your property discreetly and confidentiality.

VWA members receive 20% off all consulting services, 1% discount/rebate on the sale or purchase of a winery, farm, or land. Questions? Contact Janine Aquino at (614) 562-4900 or aquinobaron@gmail.com

Stepping Up to the World Wine Stage, Virginia Finds its Footing

The 2025 James Suckling reviews are in and Virginia is stepping confidently onto the world wide stage! Read the full article and 322 tasting notes [HERE](#).

USDA-ARS Appalachian Fruit Research Station
Summer Field Day
July 16, 2025



USDA-ARS Appalachian Fruit Research Station Summer Field Day - July 16, 2025

11:30am – 1:00pm Picnic Lunch and Updates

1:00pm – 4:30pm Orchard Tours

Make plans to attend the field day at USDA ARS in Kearneysville. This is a great opportunity to see the work being done with the ViRV breeding program, meet other stakeholders, see the actual vines, and chat with Surya in person.

Click [HERE](#) to download the flyer and be sure to [REGISTER](#)!

2025 Economic Impact Study Released

WineAmerica shared the highlights of the organization's new 2025 National Economic Impact Study of the Wine Industry, conducted by economic research firm John Dunham & Associates, which had also done similar studies in 2017 and 2022.

The study includes not just national data, but detailed information for all 50 states, so Washington officials were handed infographics and data tables for the national impact AND for their individual states to emphasize the value of wine at all



VWA REGULATION & RULES ROUND UP

Getting Virginia Wines Into The Wild (Distribution)

Whether your wines are already in distribution in Virginia, or you've just thought about making that happen, on an earlier webinar we shared a plan for rolling out an industry-wide initiative to get local retailers to put Virginia wine on their shelves, on their wine lists, offer specials, and promote their local winery neighbors.

We discussed the larger industry plan, provided practical tools for each winery to start developing their own distribution strategies, including what price points you need to consider, legal parameters for distribution, and discussed what you need to do to be ready to ROLL with VWDC to get this show on the road.

If you were not able to join the webinar, click [HERE](#) to view the recording. Previous recordings of Regulation & Rules Round Up sessions can be viewed [HERE](#).

levels. The topline national statistics include:

- \$323.55 Billion Total Economic Impact
- All 50 States Produce Wine
- 10,761 Wine Producers
- 763,080 Vineyard Acres
- 1.75 Million Jobs
- \$102.14 Billion Wages
- 74 Million Tourist Visits
- \$14.13 Billion Tourist Expenditures
- \$27.07 Billion State & Local Taxes
- \$26.18 Billion Federal Taxes
- \$53.24 Billion Total Taxes

All three studies detail Direct, Supplier, and Induced impacts, with Direct involving the production and consumption of wine from vineyard to glass; Supplier including the many businesses that benefit from the wine industry's need for goods and services; and Induced reflecting the local expenditures of employees in both other categories.

The total economic impact has increased from \$220 billion in 2017 to \$276 billion in 2022 and now \$323 billion in 2025. An explanation of the increase, plus a detailed Methodology with Frequently Asked Questions, is included as part of the study, which will soon be posted on the WineAmerica website.

The complete study is available here: [2025 WineAmerica Economic Impact Study](#)

*Silicon Valley Bank
2025 Direct-to-Consumer
Wine Report
Click [HERE](#)!*

VWA Upcoming Events:

*June 26, 2025: VWA Regional Meeting,
Beliveau Farm Winery, Blacksburg*

*August 12, 2025: VWA Board of Directors
Meeting, 10am-2pm, Breaux Vineyards,
Purcellville*

*October 2, 2025: VWA Board of Directors
Meeting, 10am-12pm, via Zoom*

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.

*November 10, 2025: VWA Annual Meeting
& Governor's Cup Tasting, The Bolick
Center at PVCC, Charlottesville (more
information coming soon!)*

*March 12, 2026: Governor's Cup® Gala,
Main Street Station, Richmond*

*March 24-26, 2026: Eastern Winery
Exposition & Conference, Richmond, VA*



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!



Virginia Wineries Association | 250 West Main Street | Charlottesville, VA 22902 US

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