



The VWA *Vine*

Fall 2025

Calling all Virginia Winemakers & Cidermakers...please mark your calendar to enter your wines and ciders in the 2026 Governor's Cup® Competition!

For over 4 decades, this competition has recognized the highest quality wines Virginia has to offer. Entries will be accepted from **October 27th until November 21, 2025.**

The Mission of the Governor's Cup® Competition is to promote diversity and commercial availability of Virginia wines from all regions. Entries are required to be 100% Virginia wines and ciders, (meaning fruit, wine, concentrates and fortifiers must be 100% Virginia grown and 100% of mead's base agricultural product, honey, must be from Virginia), vintage 2017 or younger.

Again this year: A maximum of six entries allowed per winery.

The additional panel of judges exclusively for ciders will continue in 2026. Judges more familiar with cider will judge those entries. The Best in Show Cider Award will be revealed and will receive additional recognition and promotion.

All Virginia Farm Winery licensees are encouraged to enter the competition! Click [HERE](#) for more information and to review the rules and guidelines for 2026.



VWA Annual Meeting... ONE MONTH AWAY!

Educational Opportunities, Industry & Marketing Updates, Keynote Speaker, Governor's Cup Case® Tastings, Regulation & Rules Round Up, and more...You will not want to miss out!

Click [HERE](#) to register!



As a reminder...looking ahead to 2026, we're thrilled to announce that VWA has partnered with the Eastern Winery Exposition to host our conferences in

THANK YOU to our 2025

Meeting Sponsors!



conjunction with one another, **March 24–26, 2026**, in **Richmond!**

The agenda will feature dedicated VWA content and workshops, as well as joint programming covering enology, viticulture, and marketing. Highlights will include:

- An industry celebration dinner with awards recognition
- Opportunities to engage with exhibitors
- And the chance for all attendees to taste the newly revealed 2026 Governor's Cup Case®

This promises to be a must-attend event for everyone in the industry—mark your calendars now! Registration opens on November 5th.

Help Shape the Future of Virginia Wine – Complete the Survey

To best serve the vineyards and wineries in our region, the Virginia Wine Coalition needs your participation in a confidential benchmarking survey, aimed at establishing a crucial reference point for future growth. This data will help us:

- Understand current industry challenges and opportunities
- Identify areas where collective action can drive the most impact
- Create benchmarks that will guide our strategic initiatives
- Better advocate for Virginia wine across all market channels

Your input is invaluable – and it directly shapes how we support your business and the growth of Virginia wine. Click [HERE](#) to begin survey.

Preferred Partner Member Highlight:

HUB International - HUB is an industry leader in Insurance Services and works closely with you to craft a customized program and find cutting edge solutions. Their many services include Commercial Insurance (Property, General Liability, Liquor, Crop Insurance, Workers Compensation, Auto, and more), Employee Benefits (Health Insurance) and Private Wealth & Retirement (401k Solutions, Executive Benefits, Key Person Life Insurance).

Offer to VWA members: They will provide a complimentary review of your insurance program and access to over 100 insurance companies, several of which specialize in this industry and partner with HUB and



Free the Grapes! was established in 1998 by the Wine Institute, Wine America, Napa Valley Vintners, Family Winemakers of California, and the Coalition for Free Trade.

The mission of Free the Grapes is to ensure consumer choice in wine. They execute state-specific campaigns, including media outreach and consumer engagement tactics, to support favorable bills that help grow the DTC marketplace for wineries through legal, regulated direct-

VWA to bring new competition and solutions to you. Questions? Reach out to Kristen Stahl at (804) 441-4649 or kristen.stahl@hubinternational.com.



Tax Implications of the Federal Omnibus Bill
Tuesday, December 2
1:00pm-2:00pm
via Zoom

Join us to discuss the tax considerations brought about by the federal legislation. As we've touched on in the past few Reg Roundups, there are a number of tax implications arising from the federal omnibus bill that may impact the way wineries do business going forward. We'll talk about those tax credits and changes, as well as give you a better understanding of what "no tax on tips" means for your business and payroll.

Click [HERE](#) to register!

Previous recordings of Regulation & Rules Round Up sessions can be viewed [HERE](#).

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 highlight trade champions and share the story of Virginia Wine's growth.

VWA Upcoming Events:

to-consumer shipments. The Direct to Consumer Wine Symposium and the Free the Grapes Board strive to bring education, relevance, and connectivity to the Wine Industry. They raise funds to support Free the Grapes' mission and winemakers throughout the U.S with the Symposium. Join in Monterey for the nation's premier winery DTC sales and marketing conference. **January 20-22, 2026**. Click [HERE](#) to register.



Virginia Wine Board Grant Opportunity

The FY26-27 Virginia Wine Board grant cycle opened October 3, 2025. The Virginia Wine Board funds grants for research, education, and marketing initiatives that further the Virginia Wine industry. View the [pre-proposal announcement here](#) and submit pre-proposal applications for research, education, or marketing project ideas that support the [Virginia Wine Vision](#) via [this Google Form](#) by **November 12** at 5pm Eastern.

- For a list of **projects funded since 2019**, [click here](#).
- To read prior **grant reports**, [click here](#).
- Watch last year's FY25-26 webinar recording at [this link](#).

The awarded grant period of performance runs from June 1 through May 31. Contact Jennifer Reichert, VWB Grant and Budget Manager (contractor), at VWBGrants@stonywater.com with questions about this grant program.

Who's My Legislator?

The Who's My Legislator? service is an online tool where the public at-large can

**October 27-November 21, 2025:
Governor's Cup® Entry Submission
Window**

**November 10, 2025: VWA Annual
Meeting & Governor's Cup® Tasting,
The Bolick Center at PVCC,
Charlottesville**

**December 2, 2025: VWA Regulation &
Rules Round Up (Taxes), 1:00 p.m., via
Zoom**

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

**March 24-26, 2026: VWA / Eastern
Winery Exposition & Conference,
Richmond, VA (Registration opens in
early November!)**

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!



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

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