

RESERVE NOTES

Monthly Newsletter

Inside the Issue



BOARD ELECTIONS

The Texas Wine and Grape Growers Association is the only statewide trade association representing the commercial Texas wine and grape industry with an elected board of directors and it's election time again!

CONTINUED TO P. 02

WORKSHOPS

Want to grow wine grapes? Should you become commercial or perhaps a hobby? Not sure where to begin the process? How about home winemaking? See page 2 for two Agrilife Extension Workshops.

INDUSTRY SURVEY

A survey by the USDA – National Agriculture Statistics Service and the Texas Department of Agriculture is being released. Answers are anonymous. Information provides a third-party status assessment, which is important when talking to elected officials and government agencies responsible for developing programs to further support the Texas wine and grape industry.

TWGGGA MISSION

The mission of the Texas Wine and Grape Growers Association is to promote the appreciation of premium grapes and fine wines from Texas, and to represent a unified industry with common marketing, governmental and educational goals.



HOME WINEMAKING WORKSHOP

DECEMBER, 6TH 2019

4:00PM – 7:30PM

Carmela Winery

132 N Louisiana Dr., Celina, TX
75009



NORTH TEXAS PROSPECTIVE GRAPE GROWER WORKSHOP

NOV 22ND, 2019

9:00 AM – 3:30 PM

Dove Ridge Vineyard &
Winery

6000 Tucker Drive

Weatherford, TX 76085

HOME WINEMAKING WORKSHOP

Join us for the first ever home winemaking workshop at Carmela Winery in downtown Celina. No prior experience is needed and you will receive all supplies to make one gallon of wine (5 bottles) as well as participate in a fresh fruit demonstration. We will walk you through every step of the way with both classroom style teaching as well as hands on demonstrations. Finger foods will also be served. Register today as seating is limited to the first 30 registrants.

RSVP deadline is December 5th. \$90 PER PERSON

Add a friend for \$30 more.

Registration Includes

- Complete 1 Gallon Winemaker's Kit with Juice
- Free Wine Tasting at Carmela
- Finger Foods
- Copy of All Educational Materials

one kit per full price registrant

RSVP : [HERE](#)

DECEMBER, 6 2019 4:00PM – 7:30PM

Carmela Winery

132 N Louisiana Dr., Celina, TX 75009

GRAPE GROWER WORKSHOP

Starting a commercial vineyard in Texas can be a very rewarding experience in North Texas. However, as with any agricultural enterprise developing a sound and detailed business plan is essential for sustainable success. Grapes are a long-term commitment and there are many challenges and opportunities that exist in our region. Join us for the day as we walk you through what it takes to grow grapes successfully in North Texas with an emphasis on commercial production.

RSVP deadline is Nov. 21, 2019

\$150 PER PERSON OR

\$250 PER COUPLE

Cash or check at the door.

Lunch and all educational materials included.

RSVP TO: M.COOK@TAMU.EDU

NOV 22, 2019 9:00 AM – 3:30 PM

Dove Ridge Vineyard & Winery

6000 Tucker Drive

Weatherford, TX 76085



The Largest Texas Wine Event of the Year!

February 20-22 | Irving, TX

Registration Opening Soon!



TWGGA BOARD ELECTIONS

CONTINUED FROM P. 01

As provided in the bylaws, the officers (president, secretary and treasurer) can opt to serve a second consecutive one-year term by vote of the board. Both the secretary (Glena Yates of Spicewood Vineyards and Ron Yates) and the treasurer (Clark Hornbaker of Eden Hill Winery) have been approved by the board to serve a second consecutive one-year term. The statewide offices that will be up for election in 2020 are:

President-elect

At-Large Director

Currently held by Bob Landon of Landon Winery

At-Large Director

Currently held by Jason Englert of Grape Creek Winery

Additionally, Regional Vineyard and Winery Directors will be elected in the following regions:

Region 1 (High Plains)

Region 3 (Gulf Coast)

Region 5 (Hill Country)

The following nominating committees have been appointed by current regional directors. Members in good standing with the Association are eligible to serve on nominating committees or be submitted as candidates for elected office.

Please make your regional nominating committee aware of your interest in serving on the board and/or any nominations you'd like to submit by November 30. If you need help identifying your region, please e-mail sasha@twgga.org.

Region 1 – High Plains

Cheryl Sieffert- seiferstablesvineyard@gmail.com

Joe Riddle- uvamorado@aol.com

Ty Wilmeth- tywilmeth@gmail.com

Region 2 – North Texas

Sam Lumpkins- sammeanslump@gmail.com

Patrick Whitehead- patrick@blueostrich.net

Susan Stegers- steger@fragomen.com

Region 3 – Gulf Coast

Jerry Watson- watson@industryinet.com

Stephen Morgan- morganintexas@hotmail.com

Stan Johnson- sjohnson@nativelanddesign.com

Region 4 – West Texas

Dusty Evans- evansdusty5@gmail.com

Mark Tyler- tylermark@suddenlink.net

Jim Evans- jcevans1@sbcglobal.net

Region 5 – Hill Country

Penny Adams- wine@weddingoakwinery.com

Julie Kuhlken- jkuhlken@pedernalescellars.com

Glena Yates- glena_yates@ctl.net

When considering serving, please be aware that there are three board meetings each year. There is also a fair amount of electronic communication as the board considers various issues throughout the year. Please direct questions about the election process or board responsibilities to dacota@twgga.org.

Thank you for attending!

TEXAS WINE & GRAPE GROWERS ASSOCIATION

GRAPE CAMP 2019

Sponsored by
Texas Department of Agriculture-Texas Wine Marketing



NOVEMBER 3 - 4, 2019

#grapecamp #texaswine

Thanks to everyone who attended this year's Grape Camp. A special thanks to our volunteer team!

Amanda Pierson, The Bracero Group
Candice Kyler, Grapevine Wine Pouring Society
Cheramie Law, Salt and Pepper Wine
Jan Musgrove, Fredericksburg CVB
Judee Alex, Grapevine Wine Pouring Society
Rob Harper, 290 Vinery
Rob Reynolds, 4.0 Cellars

WINE BUSINESS MONTHLY TO HOST 6TH ANNUAL INNOVATION & QUALITY CONFERENCE

Wine Business Monthly will host its sixth annual Innovation +Quality Conference (IQ), a one-of-a-kind forum for ultra-premium wineries focused on innovations that advance wine quality, on February 27, 2020 at its new venue: the CIA @ Greystone in St. Helena, Calif. Tickets go on sale in November 2019.

Each year, around 400 luxury and ultra-premium winemakers from across the country join us in Napa Valley to discuss the best methods for producing the best wine.

In 2020, Wine Business Monthly will put an even greater focus on winemaker trials, with the opportunity for winemakers to submit their in-house trials or full-scale production experiments, and pour the results for their peers at the show. To submit a trial for consideration, please click [HERE](#). Contact Erin Kirschenmann at erin@winebusiness.com or 707-940-3935.

Texas Viticulture & Enology **REGISTRATION IS OPEN**

PROSPECTIVE WINE GROWER WORKSHOP Become a part of the Texas Wine Industry



**\$150 per person or
\$250 per couple**

Register online or by phone at:
<https://agriliferegister.tamu.edu/Wine>
(979) 845-2604

For more information contact:
elaine.helton@tamu.edu
daniel.hill@tamu.edu

Saturday December 7th 9:00am – 5:00pm

Welcome and Sign-in
Introduction to the Texas Wine Industry
Texas Terroir and its Unique Challenges
Vineyard Site Selection
Break
Vineyard Establishment and Installation
Lunch (provided)
Grape Variety and Rootstock Selection
Disease and Pest Management
Grapevine Nutrition and Fertilization
Break
Vineyard Floor Management
Vineyard Economics: Costs and Returns
AgriLife Vineyard Tour

Texas A&M AgriLife Research and Extension Center at Lubbock,
1102 E. Drew St. Lubbock, TX 79403

TEXAS A&M
AGRI LIFE
EXTENSION

Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, religion, sex, national origin, age, disability, genetic information or veteran status. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

The Digest of Wine and Spirits Law team has launched their highly anticipated website at www.wineandspiritslaw.com, a powerful tool for the wine and spirits industry. Trusted as a printed publication in 1991, The Digest provides a thorough and comprehensive condensation of statutes, regulations, and administrative decisions from all states governing the sales and marketing of wine and distilled spirits for both wholesale and DTC channels. Subscribers include wine and spirits suppliers, wholesalers, and distributors as well as attorneys and compliance professionals.



November 2019

Wine Market Topics, Trends, and Thoughts

November, 2019

Cannabis Use Among High Frequency Wine Drinkers

Cannabis use was a topic in a recent Wine Opinions survey of 1,537 U.S. wine drinkers, of whom 74% were high frequency wine drinkers (those who drank wine a few times a week or more often).

Some 56% indicated they do not use cannabis and have no interest in using. There were 24% who do not use cannabis but have an interest. The remaining 20% are cannabis users who are also wine drinkers.

Of interest is that fact that while there were variances in "past year" usage of wine, beer, and spirits among cannabis using wine drinkers, there were no net declines in wine usage cited by any age or generation segment.

This suggests that cannabis usage among high-frequency wine drinkers is not in the whole a causative factor of decline in wine consumption.

Generation	Cannabis Users by Generation Segment
Gen 20 - 24	12%
Millennials 25 - 29	18%
Millennials 30 - 34	30%
Gen 45 - 54	12%
Boomers 55 - 79	10%

Roughly half as many older wine drinkers are also cannabis users. Only 15% of GenX and 14% of Baby Boomer high frequency wine drinkers use cannabis.

Wine Industry Career & Salary Survey

Wine Opinions performed the first Career and Salary Survey for WineOpinions in 2018, and we very recently repeated the survey and expanded its areas of inquiry.

This first-of-its-kind collaboration yields insights from all tiers of the U.S. wine industry, with more than 3,100 respondents from the WineOpinions database participating.

In addition to setting benchmarks of salary and compensation, the importance of continuing professional education and certification, and numerous other issues of concern to everyone in the beverage alcohol trade, the survey asked forward-looking questions to identify the issues of growing importance.

Topping the list were "Cannabis products and regulation," and "Climate change," cited by 84% and 80% of respondents respectively. At Wine Opinions, the survey and focus group work we have accomplished with consumers and the wine trade in the past two years has frequently included these topics.

The top five issues identified in the WineOpinions survey were these:

- Cannabis products/regulation: 84%
- Climate change: 80%
- Packaging trends: 74%
- Online delivery apps: 73%
- Minimum wage increases: 70%

The complete report is offered freely to members of the wine trade and can be downloaded by clicking the graphic below.

Wine Opinions has launched a monthly newsletter with a focus on wine market topics, trends, and thoughts. The newsletter is free to members of the wine trade. You can manage your subscription (subscribe, change your email address, or unsubscribe) by clicking [HERE](#).

Issue 01