





# Ohio Quality Wine Program



Michelle Widner



# Working Together

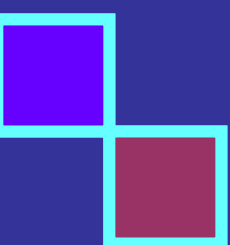

- In 2002 the Ohio Grape Industries Committee worked with the industry to develop a strategic plan for marketing, promotion and research. The plan became known as

“Building For the Future”



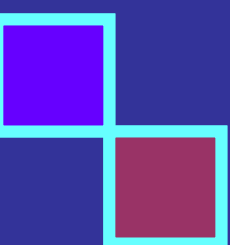



# Vision Statement

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- *By 2015, Ohio is recognized as a unique wine producing region in the United States that has earned respect nationally and internationally for high-quality wines.*
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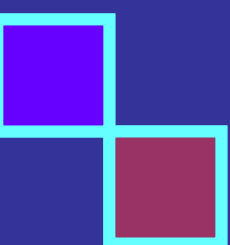



# Goals & Objectives

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- Establish a quality assurance program for Ohio wines
  - Solidify public/private partnerships to achieve growth and success
  - Re-build Ohio's wine reputation on Quality
  - Provide research and education to meet these goals
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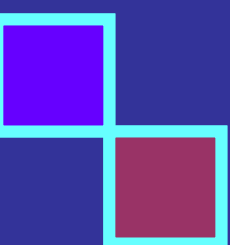



# Today's Situation

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- 92 wineries open to the public and selling wine made in Ohio – 48 wineries opened within the past five years!
  - In 2006 more than 695,000 gallons of wine made in Ohio
  - Most wines made in Ohio are not made from Ohio grapes – the demand for high-quality Ohio wine grapes far outstrips the supply
  - 2006 Ohio Wine Competition gave medals to 40 wines made from Ohio fruit resources
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# How Did We Get Here?

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- The reputation of Ohio's wines was built on Pink Catawba, Concord and other heritage grapes
  - Ohio is still shaking off it's "pink" soda pop style
  - RP Market numbers
  - Ohio wines are being recognized in competitions and challenges
  - There is more to do.....
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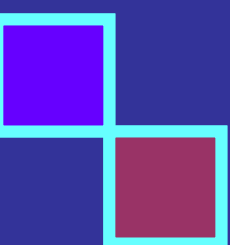

# Ohio Quality Wine (OQW)

- A program to recognize the best of Ohio grown and produced wines
  - Will utilize the existing Ohio Wine Competition framework to identify these wines
  - Will focus on wines with broad acceptance in the current wine world
  - Will build incentives for expanding Ohio's vineyards and moving to high quality wine grapes
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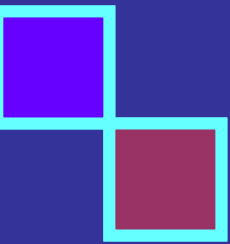



# What wines are eligible?

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- Wines made in Ohio with at least 90% Ohio fruit resources
  - All *vitis vinifera* grapes
  - All hybrid grapes
  - American and native grapes for port and sherry only
  - Wines in compliance with state and federal regulations
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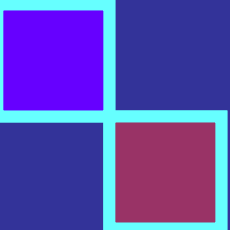


# How will it work?

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- The program is strictly voluntary
  - Eligible wines will be entered into the 2007 Ohio Wine Competition with a special registration form
  - Cost = \$50 per entry and includes chemical analysis
  - Entries that earn a minimum of 15 points on a 20 point scale will be entitled to use the Ohio Quality Wine seal and promotional materials
  - Only the wines entered into the OWC
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# Why should you participate?

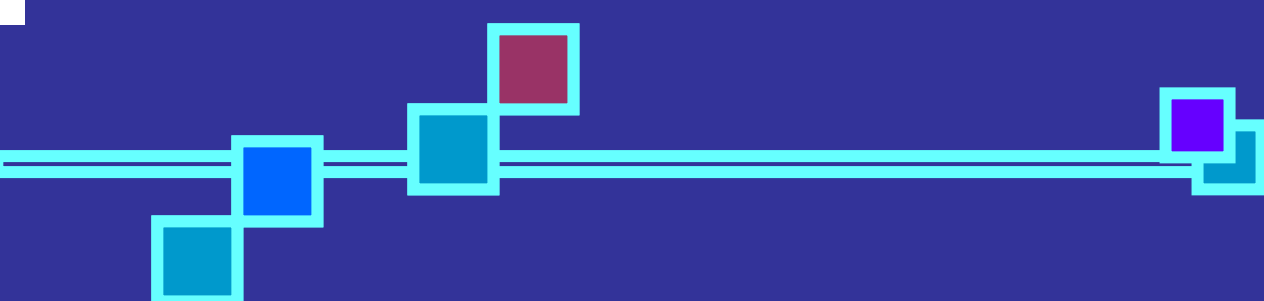


Quality wines will be entitled to special POS materials and the right to use the OQW seal in their marketing and promotion


All OQWs will be registered to certify their quality assurance

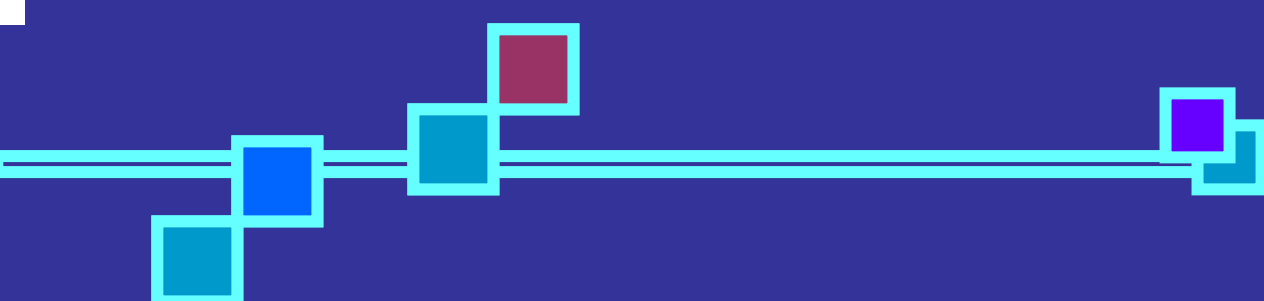
OGIC will focus its marketing and promotion on the OQWs and move consumers to look for them






# I can't get Ohio grapes! How will I benefit???

- You will be a part of an industry building its reputation on quality
  - You will still be eligible for medals in the Ohio Wine Competition
  - OGIC hopes to generate interest in expanding Ohio's vineyards and moving towards high-quality wine grapes
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# I can't get Ohio grapes! How will I benefit???

- Focus of Ohio's wine and grape research will be focused on quality
  - Workshops dedicated to wine quality will be open to all winemakers in Ohio
  - Perceptions of Ohio wines will move away from the "Pink Sweet" syndrome and towards quality
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# Ohio Quality Wine time

- The program is scheduled to begin with the 2007 Ohio Wine Competition
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