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Over \$300,000 In Grant Funding Available to Advance Virginia Wine

Richmond, VA (October 10, 2023) – Today, the Virginia Wine Board (VWB) announced the availability of an estimated \$300,000 or more in grant funding for research, education, and marketing projects that achieve measurable impact on the Virginia wine industry for the 2024-2025 fiscal year.

“Through this annual grant process, the Wine Board delivers against its objective to move the industry to the future. This year we are excited to more explicitly connect to the [Virginia Wine Vision](#), which offers a blueprint for a vibrant and sustainable industry for Virginia farm wineries,” said Dr. Megan Seibel, VWB Chair.

The VWB welcomes proposals supporting these three Wine Vision focus areas and particular interests in FY24-25:

- **Viticulture & Enology:** achieve and maintain equilibrium between the demand for high-quality Virginia branded wine and viticultural sourcing. This area is the highest priority for VWB grants in FY24-25, and the VWB seeks research that strengthens industry-wide partnerships and increases the efficiency and profitability of growing grapes and producing wine.
- **Marketing & Trade:** Build brand awareness, excitement, and credibility of Virginia wine through sales and relationships with industry members, consumers, trade partners, and media. Specifically, this year VWB seeks new ideas to engage trade partners or e-commerce initiatives that widely support the industry. (Many marketing efforts must be coordinated with existing marketing efforts, see the announcement for more information.)
- **Financial Sustainability:** Achieve profitability that enables wineries to sustain current business models with the opportunity to garner outside investment. In the current cycle, the VWB seeks information and data analysis such as on trends in ecommerce affecting Virginia as well as the needs of Virginia wineries related to building financial sustainability and pursuing outside investment.

The VWB uses a two-stage proposal process. One-page pre-proposal applications are due via email (vwbgrants@stonywater.com) on November 13. In December the Wine Board will invite selected projects to submit full proposals by February 5, with the ability to present on the proposal at the March

2024 VWB meeting. The awarded grant period of performance will run from June 1, 2024 through May 31, 2025.

Visit virginiawine.org/pages/grants to read application instructions, information about previously awarded grants, and to read completed grant reports. Projects are funded by the wine liter tax.

Created by the Virginia General Assembly in 1984 as part of Virginia's Department of Agriculture and Consumer Services, the Virginia Wine Board promotes the interests of vineyards and wineries in the Commonwealth through research, education, and marketing.

Interested applicants may contact Jennifer Reichert at ywbgrants@stonywater.com. For media requests or more information on the Virginia Wine Industry, please contact the Virginia Wine Board Marketing Office at 804-344-8200 or information@virginiawine.org.

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