



Full-page ad in April Wine Enthusiast



# Colorado Wine Industry Development Board Update: *The Third Decade*

Doug Caskey, executive director  
CO Wine Industry Development Board



**COLORADO**  
Department of Agriculture

# CWIDB FY 2018 and 2019 Revenues and Expenditures



www.coloradowine.com:trade-resources:colorado-wine-industry-development-board:financial-documents

FY	Prod Tax	Wine Fee (all)	Winery Fee (CO)	Misc Rev (Reimb Exp)	Admin	Research + Quality	Mktg, incl Ads + PR	Totals
<b><u>2018</u></b>								
Rev	<b>18,197.70</b>	730,914.18	<b>48,251.42</b>	<b>14,305.00</b>				\$797,363.30↓ From Wine Fees
Expend					243,149.02	220,670.76	314,264.18	(\$778,083.96)
% Exp Def Rev					31.25%	28.36%	40.39%	\$128,390 deferred revenue
<b><u>2019</u></b>								
Rev	<b>19,434</b>	<b>721,717</b>	<b>65,030</b>	<b>30,590.00</b> incl CO Uncork tax				\$806,181 From wine fees
Expend					219,732	234,634	284,455	(\$742,192)
% YTD Exp					29.74%	31.76%	38.5%	\$115,000 deferred revenue

# FY 2020 Budget: \$799,358



## ➤ Admin: \$227,954 (28.52%)

- External appropriations: \$ 42,091 (3.31%)
  - CDA indirect \$20,000
  - FY20: CDA paid \$16,900 of ext. approps (PERA and COP) out of Ag Mgmt Funds
  - Legal costs FY2018: \$21,433; FY19: \$22,547; normally less than \$5000
- Internal administration: \$185,863  
incl salary+benefits \$155,863

## ➤ Research & Quality: \$269,404 (33.70%)

- CSU: \$236,404
- Consumer Survey: \$ 18,000
- SCBG (Vit Ext Spec): \$ 15,000

## ➤ Mktg & Events: \$302,000 (37.78%)

- Cultivator (Mktg & PR): \$193,000
- Brochure printing: \$ 15,000
- salary+benefits \$ 50,000
- Governor's Cup judging \$ 23,000
- FAM media trip \$ 19,000
- SWAG and misc \$ 2,000

# CWIDB's Strategic Goals

Reconfirmed July 2019

coloradowine.com; trade resources; CWIDB; Minutes



- **Mission:**

- To promote and develop the growth and quality of the Colorado wine industry through marketing, research and education.

- **Vision:**

- Our long-term ambition is for Colorado to be recognized globally as a premier wine experience.

- **Strategic Priorities:**

- Foster greater cooperation, communication and participation within the wine industry.
- Promote the effective relationships with beverage wholesalers, retailers, restaurants and other complementary industry partners.
- Elevate, develop and energize the Colorado wine brand.
- Provide appropriate resources and education to Colorado vineyards and wineries so that they may achieve economic viability.

# CWIDB Committee and Program Area Goals



## 1. Business & Economic Development

- Viticulture Extension Specialist
- TODS Hwy signs
- Business development seminars and CDA resources

## 2. Quality

- Viticulture Extension Specialist
- State Viticulturist and Enologist
- Climate mapping and vineyard exploration project
- Governor's Cup judging: getting judges' comments directly to entrants

# CWIDB Committee and Program Area Goals, cont'd



## 3. Marketing

- Cultivator Advertising & Design
  - Subcontractors: VOCA PR and Explore Communications
- Governor's Cup Competition and Colorado Uncorked
- TODS Hwy signs
- "This is Colorado" Camp for media and buyers

## 4. Research

- Viticulture Extension Specialist
- State Viticulturist and Enologist
  - Phylloxera response strategies: rootstock trials, interspersed replanting, drone survey
  - Cold damage mitigation and response
- Consumer research to to expand the Colorado wine industry



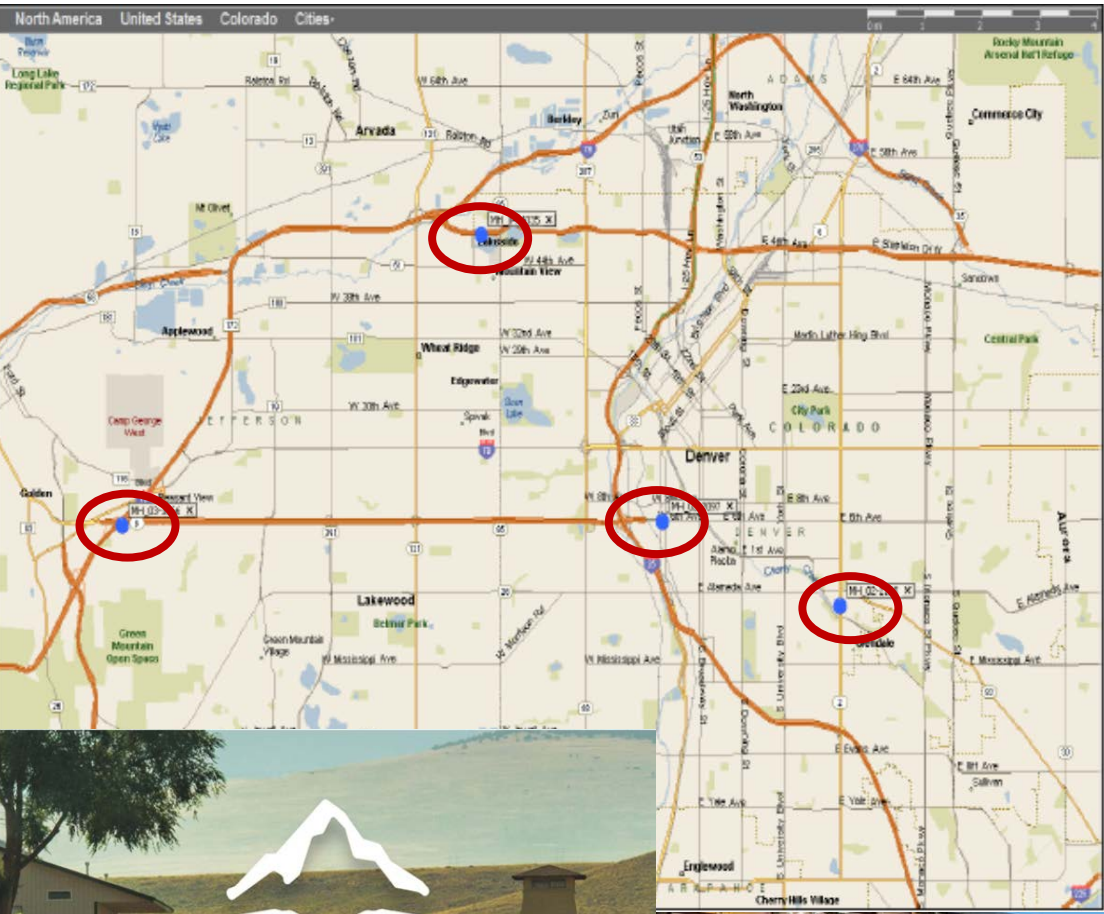
# CWIDB Marketing

## Overview for FY 2019-20:

### Cultivator Advertising & Design plus VOCA PR & Explore Communications

- RFP selection process during Spring 2019 renewed contract with Cultivator with 5-year renewal options
- Consequently, spring billboards limited to May-June 2019
- FY2020 (July 1, 2019 through June 30, 2020) plans include:
  - 2019 Holiday Denver International Airport installations
  - Spring and Summer targeted digital advertising
  - Testing some new outlets
    - CTO Welcome Centers
    - Colorado Public Radio
    - Niche print such as CTO's *Love, Colorado* or *Thirst Magazine*





**2019 Spring  
Billboards:  
5/20/19-6/16/19  
Total Impressions:  
5,265,604**







# FY19 Paid Social Media Performance

**Timing: 5/20/19-6/30/19**

**Top Performing Creative Versions by Social Channel**

## Paid Facebook Performance

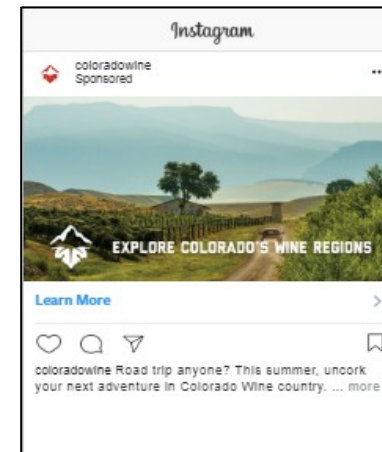
- **Impressions: 211,851**
- **Post Engagements: 7,629**
- **Link Clicks: 10,022**
- **CTR: 2.16%**  
vs. 1.18% for 2018

## Paid Instagram Performance

- **Impressions: 83,665**
- **Post Engagements: 2,056**
- **Link Clicks: 1,414**
- **CTR: 1.04%**  
vs. 1.08% for 2018



**Creative Performance**  
**Post Engagements: 1,320**  
**Link Clicks: 1,782**  
**CTR: 2.30%**



**Creative Performance**  
**Post Engagements: 627**  
**Link Clicks: 531**  
**CTR: 1.26%**

**EXPLORE**  
**COMMUNICATIONS**

VISIT COLORADO'S  
**WINE REGIONS**

WINEENTHUSIAST  
**10**  
Best Wine  
Getaways

"WORTH EXPLORING FOR ITS BEAUTY AND BOUNTY, THIS HIGH-ALTITUDE WINE REGION IS ON THE RISE. COLORADO ISN'T JUST PARADISE FOR OUTDOOR ADVENTURERS — IT HAS PLENTY TO OFFER ANY WINE LOVER AS WELL."

— WINE ENTHUSIAST MAGAZINE

VISIT  
[WWW.COLORADOWINE.COM](http://WWW.COLORADOWINE.COM)

2019



# Denver Int'l Airport Train Station Installs

- Concourse A and C, 11/4-12/1
- 7,229,628 impressions



# Received Colorado Tourism Office Statewide Marketing Grant for Advertising Package in the Wine Enthusiast Magazine



- One Full Page Ad in the April issue of Wine Enthusiast (opening slide)
- Digital Component:
  - Thirty-day flight for advertorial online (4/1/19-4/30/19)
  - Roadblock banner ads with links around the advertorial (4/1/19-4/30/19)
  - Run of site banners on WineMag.com (4/1/19-4/30/19)
  - Additional promotions include:
    - One Top Shelf eNewsletter posting (4/15/19)
    - Two social media posts on Facebook and Twitter
- Dedicated eBlast sent to 300K subscribers (4/10/19)
- Total Campaign Impressions: 278,032
- Total cost \$49,470 (\$25,000 from CTO)



Colorado's been making headlines lately. And it's not for the reasons you might expect. Sure, the state's 300 days of sunshine, towering Rocky Mountains and majestic valleys lure adventure enthusiasts from around the globe. But the state's mesmerizing terroir has begun to solidify Colorado's reputation as a playground for wine enthusiasts, too.



Perhaps less expected than established wine meccas like Napa or Tuscany, Colorado's winemaking industry has undergone a renaissance over the last decade, not only flourishing in terms of volume, quality and complexity, but also earning international recognition for the fruits of their vintners' labor. Ranked one of Wine

Enthusiast's Top 10 Wine Getaways of 2018, Colorado offers what no other wine region can—a unique sense of spirit and place. It is partially the people that make Colorado wine so memorable: the vintners sparring with unimaginable odds through their way by Mother Nature as they craft their award-winning wines. Yet their indefatigable attitude and passion for winemaking comes through loud and clear in the intense aromas and flavors of their prized varietals.



The state's distinctive environment adds even more to the wines' individual personalities. Highly alkaline soil watered by mountain runoff creates a unique and noticeable Colorado terroir. Elevation plays a large part since most vineyards are located between 4,500 to 7,000 feet

above sea level, some of the highest in the Northern Hemisphere, resulting in consistently low humidity, ideal for grape-growing. This continental climate boasts long, warm daylight hours of intense, high-elevation sun and cool, breezy nights that allow the fruit to mature and build its natural sugars while still retaining the acids vital to premium winemaking. The result is a recipe for growing world-class wine grapes with complex character and chemistry required to craft award-winning wines.

We invite you to explore Colorado's 150+ wineries from the Eastern Plains up to the Mountains and down to the arid Canyons of the Western Slope. Come explore the country's two highest viticultural areas: the West Elks AVA and the Grand Valley AVA. There is a national park or national monument within two hours drive of nearly every winery in the state in addition to the incredible outdoor adventures that pair perfectly with all Colorado wines.

Join us in raising a glass of Colorado wine and discover it for yourself at [Coloradowine.com/cheers](http://Coloradowine.com/cheers)

Published on April 1, 2019



- TOP READS
- 1 Learn the Five S's of Wine Tasting
  - 2 The Bordeaux 2018 Vintage at En Primeur
  - 3 What is Oxidation Doing to My Wine?
  - 4 The Pros & Cons of Different Wine Closures
  - 5 Why Port Wine Cocktails Are Worth Your Attention



- YOU MIGHT LIKE
- The Bourbon Cocktail You Should Be Drinking
  - The World's Best Margarita Has an Easy Secret
  - The World's Most Popular Cocktail is Also the Simplest

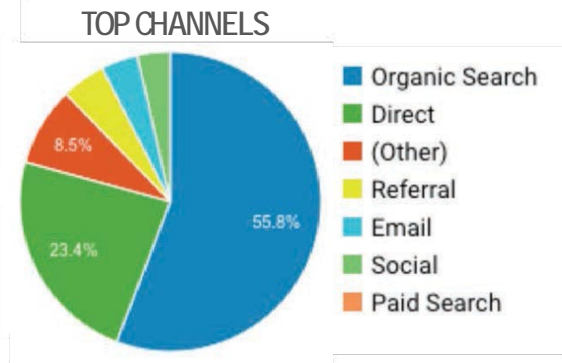
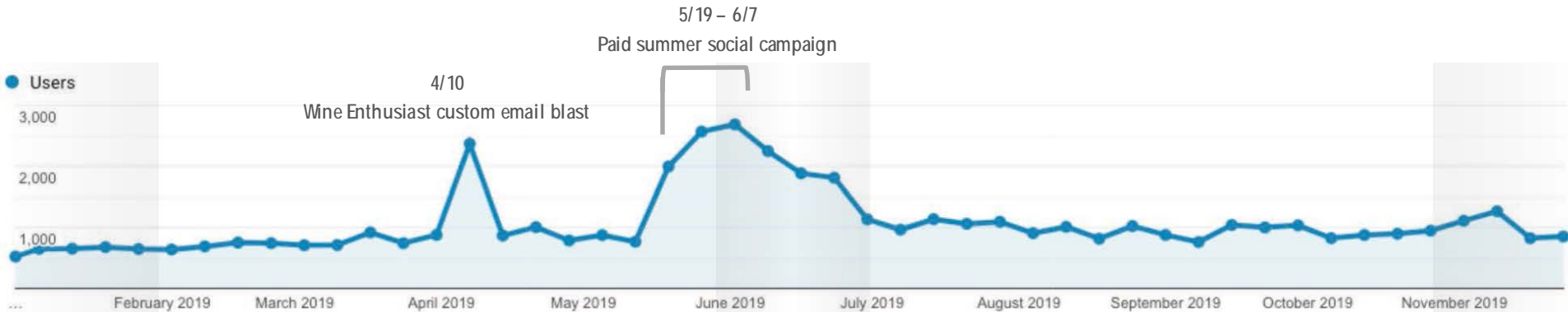


# coloradowine.com

## Visit overview - Year to date

Jan 1 - Nov 30, 2019

Year to date visit overview data. Peak visits to the website occurred in the summer, driven by The Wine Enthusiast media buy, and the paid summer social campaign. Traffic increased again in mid-November, while approaching the Denver Uncorked event.



# Top visit locations



July - November 2019

Highest quality users during this period were in Arizona, Utah, Texas and Colorado.

## TOP STATES

1. <a href="#">Colorado</a>	<b>11,499</b> (59.65%)
2. <a href="#">Illinois</a>	<b>1,831</b> (9.50%)
3. <a href="#">Texas</a>	<b>1,278</b> (6.63%)
4. <a href="#">California</a>	<b>768</b> (3.98%)
5. <a href="#">Virginia</a>	<b>407</b> (2.11%)
6. <a href="#">Florida</a>	<b>240</b> (1.24%)
7. <a href="#">New York</a>	<b>238</b> (1.23%)
8. <a href="#">Utah</a>	<b>182</b> (0.94%)
9. <a href="#">Minnesota</a>	<b>169</b> (0.88%)
10. <a href="#">Arizona</a>	<b>157</b> (0.81%)

## TOP CITIES

1. <a href="#">Denver</a>	<b>4,720</b> (39.46%)
2. <a href="#">Colorado Springs</a>	<b>755</b> (6.31%)
3. (not set)	<b>521</b> (4.36%)
4. <a href="#">Grand Junction</a>	<b>478</b> (4.00%)
5. <a href="#">Aurora</a>	<b>431</b> (3.60%)
6. <a href="#">Boulder</a>	<b>367</b> (3.07%)
7. <a href="#">Lakewood</a>	<b>292</b> (2.44%)
8. <a href="#">Centennial</a>	<b>261</b> (2.18%)
9. <a href="#">Fort Collins</a>	<b>230</b> (1.92%)
10. <a href="#">Broomfield</a>	<b>189</b> (1.58%)



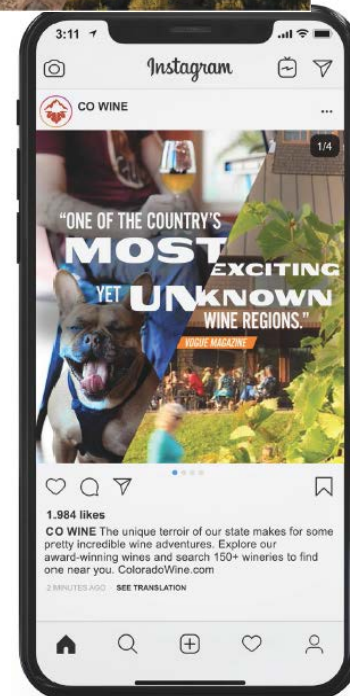
# CWIDB 2020 Marketing Refresh



## ➤ "This Is Colorado Wine"

- Appeal to a younger demographic
- Capture the range of the 160+ wineries
- Increase quality perception
- Drive people to where they can try Colorado wine: tasting rooms
- Media buys:
  - Dropping billboards that have not moved the awareness needle
  - Focusing on targeted digital advertising, allowing an exploration of quality recognition, awards and new varieties/styles
  - Adding radio (CPR) and CTO Welcome Centers to the mix

➤ If you have photos of the CO wine experience that you would be willing to share for the CWIDB's branding, contact Kyle (303.869.9177).



# Governor's Cup Judging

## Sept. 13-15, 2019



- <https://coloradowine.com/governors-cup/>
- Metro State University of Denver, Hospitality Learning Ctr.
- 241 entries from 43 wineries (-30% entries from 2018)
- 18 judges from Denver metro area (7), Colorado (3) and out-of-state (8): 1 MW, 1 MS, 8 sommeliers/retailers/wholesalers, 4 academics, 4 writers/bloggers, 2 wine association administrators
- Medals: 14 Double Golds (5.8%), 24 Golds (10%), 116 Silver (48.1%) and 69 Bronze (28.6%)
- Governor's Collection, 14 wines to represent CO wine industry





# Colorado Uncorked, November 15, 2019

- [www.coloradowine.com/uncorked](http://www.coloradowine.com/uncorked)
- History Colorado Center, Denver
- Tickets sold: 564  
(179 VIP and 385 GA)  
vs. 508 total incl. comps for 2018

Best of Show (Governor's Cup):  
presented by Ag Commissioner Kate Greenberg  
(right) to Julie, Kyle, and Richard Bennett of  
Qutori Wines, Paonia, for their 2017 CO Syrah



# We do this to promote Colorado wine, not to make money



- Governor's Cup Costs:
  - \$26,995 (beyond the \$10,550 entry fees)
- Colorado Uncorked Costs:
  - Tickets sales revenue: \$31,280 (+80% from 2018)
  - Event costs \$36,552
    - Banquet, event & food costs: \$13,299
    - Media "sponsorship" fees: \$14,272
    - Assort event expenses: \$24,253  
(incl \$1000 donation to History Colorado)
- Press coverage of CO Uncorked:
  - 14,143,372 impressions**
  - valued at \$133,325
  - More than 3x the impressions than in 2018

# + Coverage Highlights

## THIRST Colorado

### Calling all Wine Lovers, Foodies and Taste Testers



THE 2019 GOVERNOR'S CUP WINE COLLECTION WINNERS DEBUT NOV. 15

By Natasha Lovato

Colorado wine makers have been busily perfecting their wines, The Colorado Wine Industry Board members have been busily judging and now it is your job to get busy tasting.

The wine industry board, which is a branch of the Colorado Department of Agriculture, announced the 14 Colorado wines selected to comprise the 2019 Governor's Cup Wine Collection. The public is invited to sip and savor the winning wines alongside culinary-perfected bites at Colorado UnCorked from 6-9:30 p.m. on Friday, Nov. 15, at The History Colorado Center.

This year's competition included 251 wine submissions from 43 local wineries judged by a panel of sommeliers, chefs, writers and wine experts from around the country. The Best of Show winner will be officially announced during Colorado UnCorked, which is also the first and only opportunity for the public to try all of the award-winning wines at the same time.

Kyle Schlachter, Colorado Wine Industry Development Board outreach coordinator, explained how the wines are chosen for the awards.

The wines are grouped into flights by style and a panel of judges tastes each flight. For example, the judges will try eight syrah wines in one flight and assess the wine individually for qualities like smell, flavor, finish and balance, Schlachter said. Then a medal-winner is decided.

"It is the most comprehensive competition for Colorado wineries," he added. "My favorite part of the competition is seeing all the judges each year. We really do have a lot of big-name and well-respected people in the wine industry every year. It is also always great to see how much the quality of the wines impresses the judges more and more each year."

# 5280



Courtesy of Alexandra Chiafery

## Colorado Uncorked

303-447-8679  
[coloradowine.com](http://coloradowine.com)

**History Colorado Center**  
1200 Broadway  
Denver, CO 80203

Colorado might be a few states away from wine country, but that doesn't mean it lacks world-class vino. At this grape-centric event, you'll get to taste the best Centennial State sips, as judged by the 2019 Colorado Wine Governor's Cup Competition. As you taste the 14 different libations, indulge in paired menu items from local restaurants, such as Woodie Fisher's confit Colorado lamb paired with Qatori Wines' 2017 Syrah or Postino's prosciutto, fig, and mascarpone bruschetta paired with Red Fox Cellars' 2017 Nebbiolo. Guests will also get a chance to chat with the winemakers themselves and take photos of the Best in Show selection, which will be announced during the tasting.





## Two-Year-Old Qutori Wines Runs Away With the Governor's Cup

KRISTA KAUFER | NOVEMBER 22, 2019 | 6:58PM



There's a new kid on the wine block. Deemed best among the fourteen wines selected for the 2019 Governor's Cup Collection, Qutori Wines' 2017 Syrah placed Best in Show at this year's Colorado Uncorked wine tasting event at the History Colorado Center on November 15.



Remarkably, Paonia-based Qutori Wines is only two years old and a first-time participant in the Governor's Cup competition. Vintner Kyle Bennett, the 27-year-old son of Qutori Wines owner Julie Bennett, credits the support of the community for the winery's early success. "I had a lot of help from the people of Paonia," he says. "It's a special place."

Bold and full-bodied, Qutori's Syrah is eminently drinkable with or without food.

## DENVER BUSINESS JOURNAL

Colorado wine sales up significantly, even as overall vino sales stagnate 🍷



Storm Cellar co-owner Steve Steese (right) pours some of his Riesling at an Oct. 23 event at Denver's Julep restaurant honoring the 2019 Governor's Cup winners.

And as the industry gets ready for its annual celebration of the best that local wine makers have produced – the Uncorked event honoring the 14 Governor's Cup award winners chosen by a field of local and national experts, at 6 p.m. today at the History Colorado Center – Caskey said the reason for the boost in the face of headwinds comes down to a simple factor: Quality. Colorado wineries that have produced high-quality wines are [getting gradually more attention](#), and a handful of new wineries have opened in the past two years that are making waves among drinkers.



# WEST OF 105



## *Colorado Uncorked* Denver | Nov 15

Tonight is Colorado Uncorked, a tasting of the 2019 Governor's Cup winning wines paired with small bites prepared by some of Colorado's finest chefs. The event takes place at the History Colorado Center in Denver. Josh Niernberg from Bin 707 Foodbar and Taco Party in Grand Junction will be representing the Western Slope.

[READ MORE](#)





# + Social Media Highlights

ultra5280 10m

Colorado Uncorked is a public tasting event of the 2019 Colorado Governor's Cup Collection wines paired with original small bite menu items prepared by Colorado's finest chefs.



ultra5280 4m

This collection consists of the 14 wines selected by a panel of pros that best represent Colorado wine industry. All made from Colorado grapes or other fruit.

the blonde side®



#coloradouncorked  
@historycolorado

#govcupcolorado  
@vocaprepa  
@historycolorado



# THE WALL STREET JOURNAL.

## The Wines to Buy This Thanksgiving: A Guide to America's Up-and-Coming Regions

From Maryland Syrah to Rocky Mountain Riesling, exciting wines are turning up in unexpected places thanks to intrepid American producers. Raise a toast to our nation's bounty with these off-the-beaten-track bottles



**THE FAMED** frontier spirit of the men and women who helped settle the country we now call the United States required courage and conviction and the willingness to leave the familiar behind for worlds unknown—possible riches or possible ruin. It's the same spirit that drives so many American winemakers today, men and women who often risk all in the hope of producing a world-class wine.

# CWIDB's Other Projects, cont'd



## Coordinated samples to publications

### ➤ *Wine Enthusiast*

- 34 CO wines reviewed in 2019, avg score of 87 points
- Bonacquisti Wine Company 2017 Cabernet Franc - 90pts
- Snowy Peaks Winery 2017 Sebastian's Reserve - 90pts
- Stone Cottage Cellars 2017 Syrah - 90pts

### ➤ *Wine Advocate*

- 32 CO wines reviewed in 2019, avg score of 87.25 points
- Colorado Cellars 1994 Merlot - 90 pts
- Bookcliff Vineyards 2010 Cabernet Franc Reserve - 90 pts
- Stone Cottage Cellars 2017 Gewurztraminer - 90 pts
- Colorado Cellars 1986 Merlot - 91 pts



# CWIDB Other Projects



- Quality

- Viticultural Specialist Miranda Ulmer with CSU Extension, based out of Orchard Mesa
  - \$74,000 SCBG funds awarded by CDA from USDA money
  - CAVE and the CWIDB sharing the matching costs of this grant (\$15,000 each/year)
  - Runs through March 2021 and then other funding needed
  - Seminars, workshops, publications and some site visits
- Colorado Grape Growers Website:  
[viticulture.colostate.edu/](http://viticulture.colostate.edu/)



**COLORADO STATE UNIVERSITY**  
**EXTENSION**

# CWIDB Other Projects

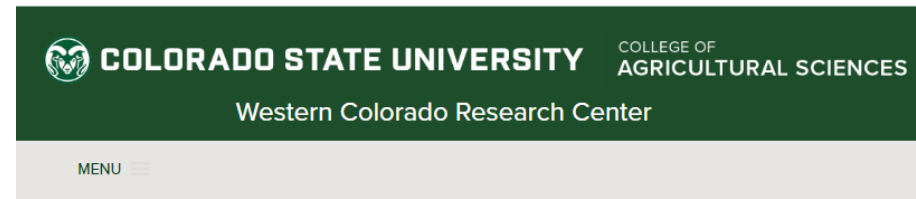


- Research

- Dr. Horst Caspari, CSU State Viticulturist, 50% funded by CWIDB; other 50% from CSU

- Phylloxera identified in 24 vnds
  - 18 Mesa County
  - 3 Delta County
  - 1 Montrose County
  - 2 Front Range

- Cold damage mitigation and avoidance
- Variety trials
- Rootstock trials
- Interplanting and maintenance of grafted vines
- Vineyard floor management
- [aes-wcrc.agsci.colostate.edu/stations/orchard-mesa/viticulture/](https://aes-wcrc.agsci.colostate.edu/stations/orchard-mesa/viticulture/)



## Viticulture



# CWIDB's Other Projects, cont'd

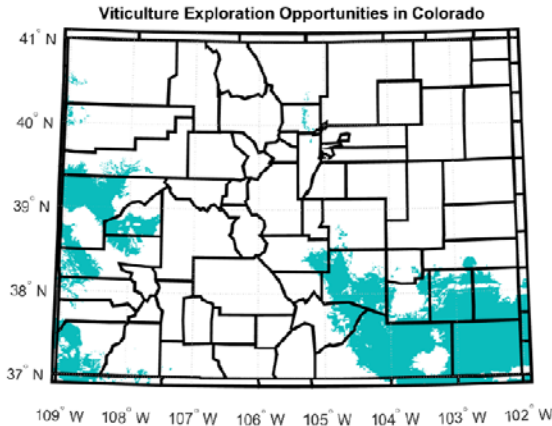
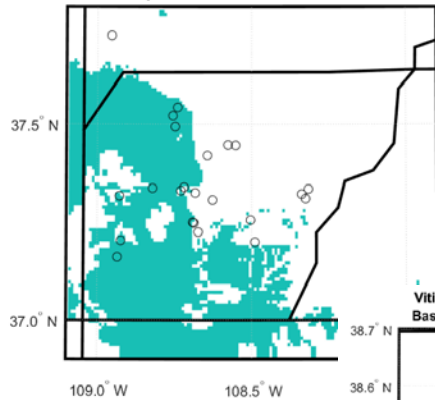
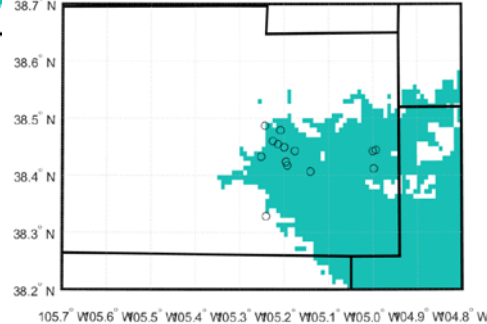


Fig. 22: Map of exploration opportunity (teal) areas for wine grape growth in Colorado based on PRISM estimated freezes/decade and SSURGO soil texture data.

Viticulture Exploration Opportunities in Montezuma County  
Based on Temperature and Soil Moisture Considerations



Viticulture Exploration Opportunities in Fremont County  
Based on Temperature and Soil Moisture Considerations



- Research (cont'd)  
(Trade Resources: Research: Vit & Enology Research)
  - Mapping project continues in Montezuma and Fremont Counties to identify locations for viticultural exploration
    - “The Climate Center leveraged two high-resolution gridded data products to narrow the search for viticultural expansion: 1. PRISM temperature data, which were compared with observations, and 2. USGS soil texture data....
    - “Areas such as Palisade, Grand Junction, and Cañon City are confirmed by gridded data sources as being reasonable locations for grapes. It also highlights a number of areas that are less known for grapes historically, but may have some potential. Examples include, Paradox, small portions of Boulder County, and much of southeast Colorado.
    - “This map can be used as a resource for choosing where to grow, but not the only resource. The map also informs where additional temperature observations in Montezuma and Fremont Counties should be taken as a part of this project.”

# CWIDB Issues of Interest



## • Statutory and Regulatory Changes

- SB19-142 took effect Sept. 1, 2019: hard cider no longer part of the funding mechanism or marketing efforts of the CWIDB
  - Cideries no longer listed on coloradowine.com
  - Cider no longer receives distinct judge panel in Gov's Cup
  - Cider not included in press outreach and media trips
- New Liquor Rules for 2019
  - Value of Labor: approved activities include DELIVERY, MERCHANDISING, PRICE STAMPING, ROTATING, SERVICE, AND STOCKING only your own products
    - Cannot disturb competitors' products in the process
    - Retailer cannot require supplier labor
  - In-store tastings:
    - must be offered absolutely free of charge, even if coupled with a non-profit;
    - enforcing the limit of 4 samples total per customer;
    - restrictions on mixed drink samples (wine cocktails, sangria, etc.)
  - New rules on advertising practices and consumer give-aways
  - New license application fee: \$1550
  - Digital IDs ([mycolorado.state.co.us](http://mycolorado.state.co.us)) and approved biometric ID services not accepted.

**COLORADO  
DIGITAL ID™  
accepted here!**



**myColorado**  
State of Colorado's Official Mobile App.





**COLORADO**

Department of Agriculture

# Thank you

Doug Caskey, exec. director  
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