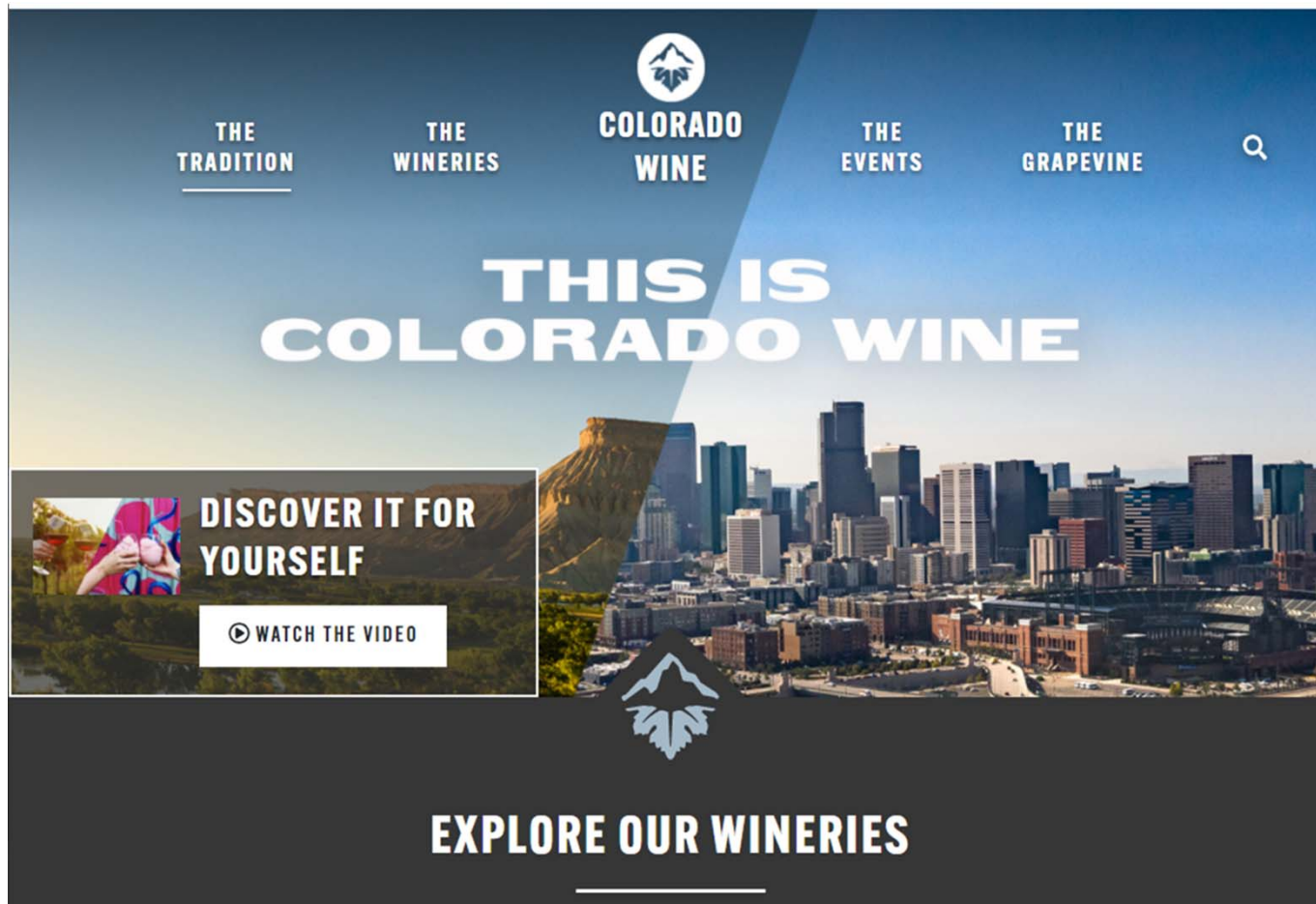


# Colorado Wine Industry Development Board: *This is Colorado Wine*



Doug Caskey,  
executive director

CO Wine Industry  
Development Board

VinCO  
January 19, 2020



**COLORADO**  
Department of Agriculture

# CO Wine Industry Development Act

## CRS 35-29.5-103 (1) (passed 1990)



There is hereby established a Colorado wine industry development board in the department of agriculture for the purpose...

- of encouraging and promoting viticultural and enological research and experimentation to develop maximum yields and quality from Colorado lands suitable to the production of grapes for commercial wine production,
- to promote the marketing of wines and wine grapes produced in Colorado,
- to promote the responsible consumption of all wines,
- to promote the integration of the Colorado wine industry as a component of the state's tourism program,
- and to serve as a resource for the entire wine industry of Colorado.

# CO Wine Industry Development Act

## CRS 35-29.5-103 (2)



### Members:

- Nine members appointed by the Governor
  - Five Winery representatives, serving no more than two consecutive 4-year terms, representing:
    - Grand Valley AVA\*
    - Western Slope outside the Grand Valley\*
    - Front Range\*
    - Two at-large from regions paying the most into the fund
  - One grape grower\*
  - Two wholesalers
  - One retailer
- Three voting ex-officio members serving at the pleasure of the Governor:
  - CSU liaison
  - CTO liaison
  - general public

\*Seat opening up as of July 1, 2021.  
Visit CWIDB: Board Members:  
Boards & Commissions Application to apply.

# CO Wine Industry Board Members



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  - Grand Valley AVA: Bret Neal, Ptarmigan Vineyards\*
  - Western Slope: Guy Drew, JJ Vineyards (Cortez)\*
  - Front Range: Doug Kingman (Denver)\*
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  - CSU: Jessica Davis, chair Dept. of Hort & Landscape Arch
  - CTO liaison: Doug Price, CO Springs Vitistor & Conv. Bureau
  - general public: Adrian Miller, [soulfoodscholar.com](http://soulfoodscholar.com)

# CO Wine Industry Development Act

## CRS 35-29.5-105



### Wine Industry Development Fund (44-3-503 (1)(c & d):

- \$0.01/ltr on all wine sold in Colorado
- additional on Colorado wine
  - \$0.05/ltr on first 9000 liters of annual production
  - \$0.03/ltr on the next 36,000 liters
  - \$0.01/ltr on all additional amounts
- \$10/ton on all grapes or other produce used to make wine
- None of the above is paid on hard cider, which is also exempted from CWIDB's promotion and research activities pursuant to SB19-142.
- "All money in the fund is hereby continuously appropriated to the board for the expenses of the board in implementing the provisions of this article 29.5."



# CWIDB's Operating Procedures

Revised July 30, 2020

[coloradowine.com](http://coloradowine.com); trade resources;  
CWIDB; CWIDB Documents;  
Board Operating Procedures and Policies

# CWIDB Revenues, Expenditures, and Budget



- FY2019 final report
- FY2020 final report
- FY2021 budget

[www.coloradowine.com:trade-resources:  
colorado-wine-industry-development-board:  
financial-documents](http://www.coloradowine.com:trade-resources:colorado-wine-industry-development-board:financial-documents)



# CWIDB's Strategic Plan

Revised September 3, 2020

[coloradowine.com](http://coloradowine.com); trade resources;  
CWIDB; CWIDB Documents; Strategic Plan



# CWIDB Committee and Program Areas



## Marketing (Strategic Plan, pg. 8)

- Strategy 1: to increase consumer engagement and participation with Colorado wine
- Strategy 2: to increase consumer perception of quality and credibility of industry
- Strategy 3: to demonstrate demand for CO wines that will incentivize retailers and wholesalers to support local wines.
- Strategy 4 : to coordinate marketing efforts and opportunities with individual wineries to amplify all efforts.
- Strategy 5: to improve the consumer experience of Colorado wine.

# CWIDB Committee and Program Areas



## Marketing Activities

1. coloradowine.com
2. Cultivator Ad & Design
  - This is Colorado Wine:*
    - a. digital and paid social media advertising
    - b. New imagery and video for the campaign
3. Ongoing PR efforts focusing on winery activities during COVID
4. John Fielder photography project with matching grant from CTO
5. COVID cancellations or delays:
  - a. No billboards or DIA installation
  - b. No brochure (PDF version coming)
  - c. Gov's Cup and CO Uncorked skipped for 2020

12/29/2020

Colorado Wine Country's 2020 harvest rises above the tenor of our times | AspenTimes.com

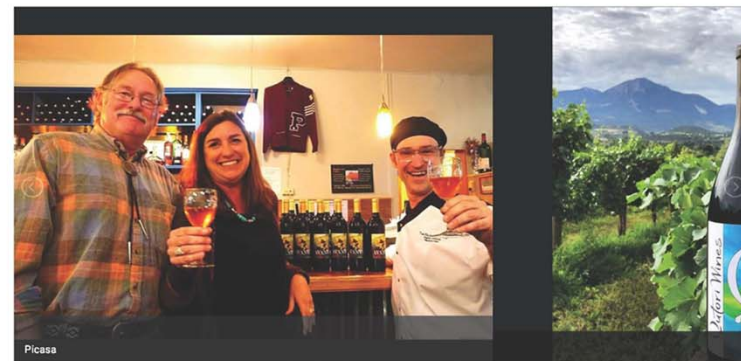
THE ASPEN TIMES SNOWMASS SUN

YOUR AD HERE

### Colorado Wine Country's 2020 harvest rises above the tenor of our times

News [\[FOLLOW NEWS\]](#) | October 1, 2020

Kelly J. Hayes  
For the Aspen Times Weekly



Hide Captions

"Every wine region needs a place that celebrates its local wines. And that's what we do," said John Sabal, the enthusiastic owner (and de facto sommelier) of the Palisade Café & Wine Bar in downtown Palisade in the heart of the Grand Mesa wine country. With 127 Colorado wines by the glass, Sabal likely has the most complete collection of the state wines to be found anywhere.

"No one was focusing on the 'Palisade Bounty,'" he said referencing the great local foods that are produced in the region. "My wife Marisol and I decided we were living in verifiable wine country, so we bought the café in 2016, rebounded it and began to pair the wines and foods of the region."

"Slightly Whimsical, Maximum Fresh" is how Sabal describes the combination of wines and the cuisine of Executive Chef Chad Griffin.

Sabal has travelled extensively to the world's great wine regions: "I compare the Grand Mesa to the Casablanca wine region of Chile. A

Turn the page to October.

It's the time of the season when tourists usually flock to the high country to revel in the burst of fall colors. When football fans annually fill stadiums to cheer for Friday night lights and Saturday afternoon glory. And, for Colorado's wine growers and makers, it is the time for harvesting the fruits of their yearlong labors and curating the wines of the current vintage.

Unfortunately, due to this unprecedented pandemic, fans of football and fall travel have seen their October outings disrupted. But in the fields and vineyards from Palisade to Paonia to McElmo Canyon, grapes are still ripening on the vines and farmers are now picking with high hopes that the wines of 2020 will rise above the tenor of the times.

"We are very fortunate that COVID has not affected the farming component much, as agriculture was determined essential," said grower and winemaker Kaibab Sauvage from his home in Palisade, the heart of Colorado's premier wine region not far from Grand Junction. "Our year has played out quite similar to most years."

The seasonal pickers who work the harvest come to Sauvage's vineyards with H-2A visas for temporary agriculture works. They arrive in March, which for 2020 came before border closures and complications began.

<https://www.aspentimes.com/news/colorado-wine-country-2020-harvest-rises-above-the-tenor-of-our-times/>

1/4

# coloradowine.com analytics



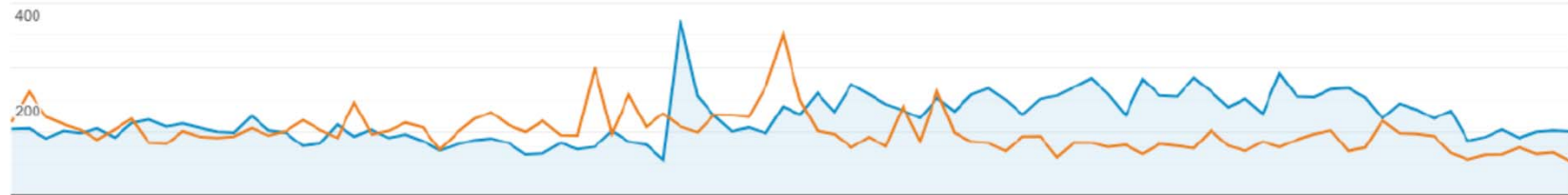
## VISIT OVERVIEW – YOY COMPARISON

OCT – DEC 2020 vs. 2019

Visit data in Oct – Dec 2020 compared to the same period in 2019.  
Users, sessions and pageviews increased year-over-year.

Oct 1, 2020 - Dec 31, 2020: ● Users

Oct 1, 2019 - Dec 31, 2019: ● Users



Users

27.87%

13,760 vs 10,761



New Users

28.86%

13,563 vs 10,525



Sessions

18.06%

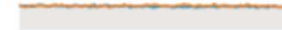
15,741 vs 13,333



Number of Sessions per User

-7.67%

1.14 vs 1.24



Pageviews

3.53%

29,450 vs 28,445



Pages / Session

-12.30%

1.87 vs 2.13



Avg. Session Duration

-30.72%

00:01:10 vs 00:01:41



Bounce Rate

4.91%

68.91% vs 65.69%



-CULTIVATOR-

# coloradowine.com analytics



## PAID SOCIAL CAMPAIGN

**HOLIDAY CAMPAIGN: NOV 19 – DEC 31, 2020**

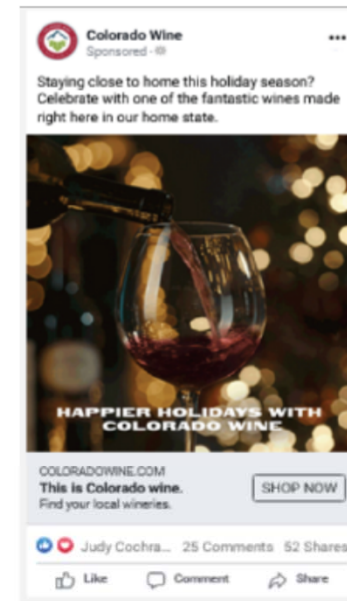
The new holiday creative launched on 11/19, with Phase 1 creative running from 11/19 - 11/29, and Phase 2 running 11/30 - 12/31.

Phase 2 (the animated creative) slightly out-performed the static image, generating a 1.35% CTR versus 1.28% for the static.

**PHASE I CREATIVE**  
11/19 - 11/29



**PHASE II CREATIVE**  
11/30 - 12/31



### CAMPAIGN PERFORMANCE OVERVIEW

Audience Group	Reach	Impressions	Link Clicks	CTR (Link Click-Through Rate)	Clicks (All)	CTR (All)	Spend
B2C - COLORADO STATE LEVEL	52,832	152,265	1,884	1.24%	2,233	1.47%	\$ 651.85
B2C - FRONT RANGE MARKETS	26,327	73,138	1,045	1.43%	3,853	5.27%	\$ 1,650.89
<b>Total Campaign</b>	<b>79,159</b>	<b>225,403</b>	<b>2,929</b>	<b>1.30%</b>	<b>6,086</b>	<b>2.70%</b>	<b>\$ 2,302.74</b>



# FY21 Paid Digital Ad Performance



## Digital Performance Highlights

- Total Impressions: 1.1 MM
- Total Clicks: 1.2K
  - Average Click Through Rate: 0.12%
  - Industry benchmarks: 0.10% - 0.12%
- Total Landing Page Visits (*coloradowine.com*): 419
  - Average Landing Page Visits Rate (LPVR): 0.045%
  - Industry benchmarks: 0.03%
- Total Website Visits (minus landing page): 165
- Total Video Plays: 188K
  - Average Video Completion Rate (VCR): 81%
  - Industry benchmarks: 70%-75%



**EXPLORE**  
COMMUNICATIONS

# FY21 Paid Print Advertising



## Dining Out Magazine

- “the voice of the independent restaurant community” and delivers 12,000 copies per issue directly mailed to restaurant owners and other industry professionals throughout Colorado
- Run 1x Full Page ad in Issue 1 - Oct/Nov 2020
- Value add:
- Editorial content (issue TBD)
- Total Investment: \$1,500



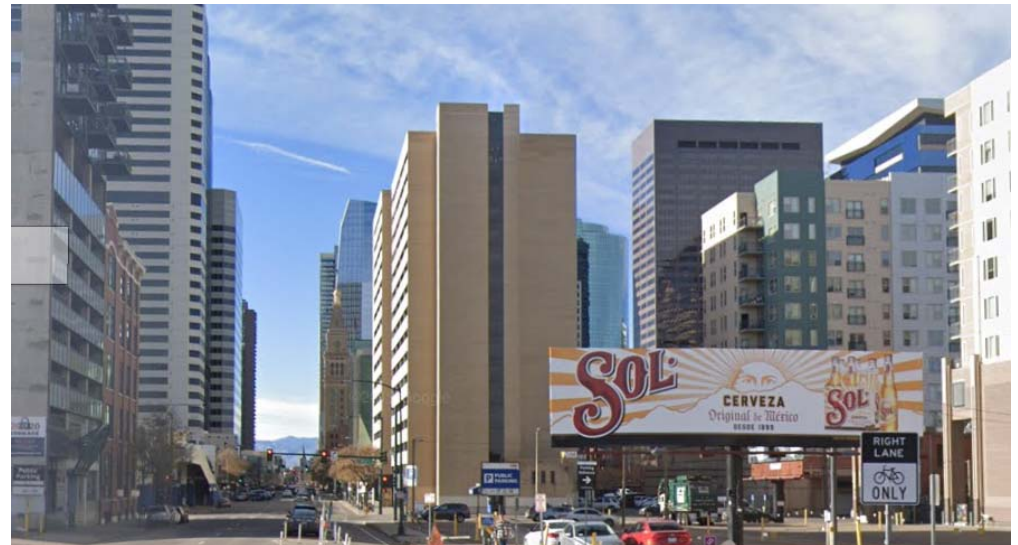


# FY21 Additional Advertising



May through June 2021

- CPR News statewide
- Billboards in Denver
  - Colo Blvd. & Evans
  - Arapahoe & 20th
  - With geo-fencing for billboard locations and nearby liquor stores
- Additional geo-fencing with targeted liquor stores
- Please let CWIDB know if you are in liquor stores close to these billboards or other suggestions for geo-fencing



# CWIDB's Other Projects, cont'd



## Coordinated samples to publications

- *Wine Enthusiast*
  - 68 CO wines reviewed in 2020
  - avg score of 86.2 points
  - 91 pts: Holy Cross 2017 Merlot Reserve, Balistreri 2018 PS Talbott's Vyd
  - 90 pts: Aspen Peak Viognier and dry Rose, Sutcliffe Cab Franc, Holy Cross Merlot, IMT Syrah, Snowy Peaks Malbec, Mesa Park Barn Owl Red
- *Wine Spectator (Jan. 2020)*
  - 30 wines reviewed
  - avg. score of 84.7
  - Evolve 2017 Mourvedre 90 pts
  - Turquoise Mesa 2017 Vintner's Reserve 89 pts.
- *Wine Advocate*
  - 3 CO wines reviewed in 2020
  - All score of 87 points (Buckel Family)

Outreach to new consumer base (BPoC)



# CWIDB Committee and Program Areas



## Research (Strategic Plan, pg. 11)

- Strategy 1: to identify the right grapes for the right places
- Strategy 2: to identify best practices for managing phylloxera
- Strategy 3: to maintain vigilance of potential and future pests
- Strategy 4: to provide tools to enable growers/wineries to prosper in a high desert environment
- Strategy 5: to effectively communicate the results and applications of research to the industry
- Strategy 6: to support the planting of new varieties and techniques with Enology research
- Strategy 7: to conduct consumer research to identify new opportunities to expand the Colorado wine industry

# CWIDB Committee and Program Areas



## Research Activities

1. Grape varieties and clones suited to Colorado's conditions
2. Mitigating damage from grape phylloxera
3. Cold temperature injury mitigation and avoidance.
4. Sustainable resources use (vineyard floor management)
5. Enology research (quarter time):
  - a. variety trials and experimental winemaking techniques
6. Climatologist study (postponed) may restart in March (climatologist Thurs, 11:15 AM)
7. Consumer research, may expand to include focus groups this year

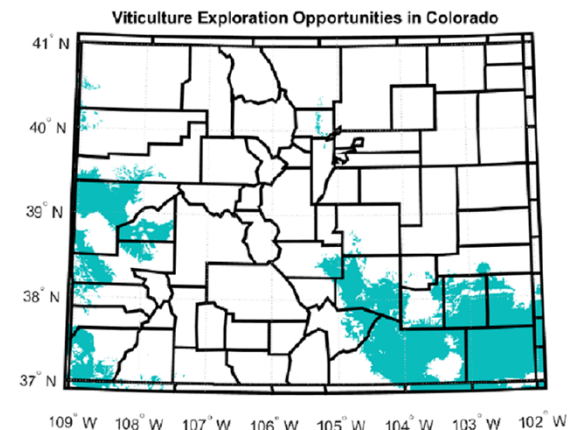


Fig. 22: Map of exploration opportunity (teal) areas for wine grape growth in Colorado based on PRISM estimated freezes/decade and SSURGO soil texture data.

# CWIDB Committee and Program Areas



## Consumer Research

- Consumer awareness of Colorado wine remains at 75%
- 68% have consumed Colorado wine, up 2%
- Perception of quality of wines
  - 2019: 2020 Euro down 6%, CA down 1%, CO up 2%
  - CO (41% T2 Box) lagging way behind  
Euro (83% T2 Box), CA 79%
- Future purchase intent for CO (56% T2),  
well behind CA, Euro (82%) So. America (69%)
- 75% of purchases between \$10-20

# CWIDB Committee and Program Areas



## Consumer Research

- coloradowine.com: Research: Econ & Market Studies

Where Heard about Colo Wine	2020	2019
Base – consumed Colo wines	N=170	N=323
At a liquor store or wine store	75%	65%
At a winery or wine tasting room	54%	55%
Word of mouth - from friends, family, etc.	44%	49%
Events, wine tasting	43%	45%
At a restaurant	47%	37%
Social Media	17%	15%
Magazines	15%	13%
Billboards / advertising	11%	10%

# CWIDB Committee and Program Areas

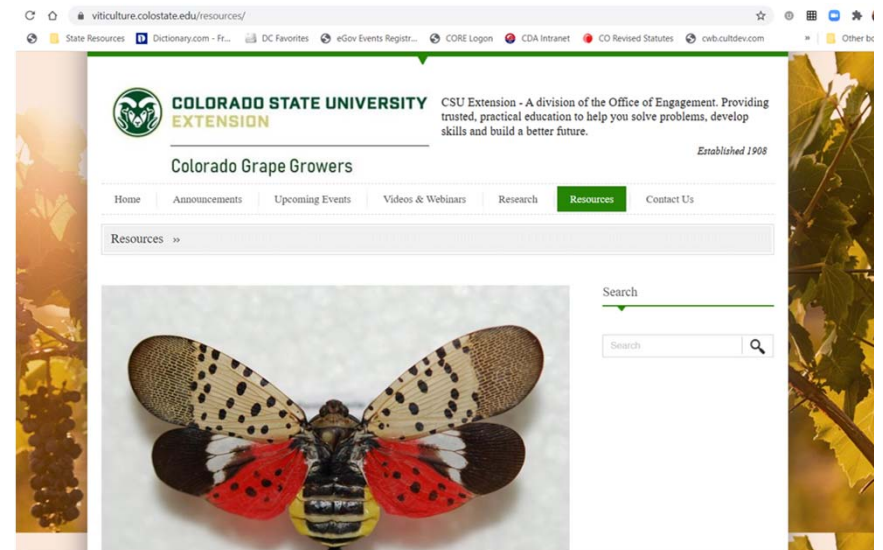


## Quality (Strategic Plan, pg. 14)

- Strategy 1: to use past and present research along with external industry sources to improve the quality of grapes grown and wine produced in Colorado.
- Strategy 2: to facilitate collaboration between winemakers and grape-growers in order to improve the quality of grapes produced and sold in Colorado.
- Strategy 3: to promote the increasing quality of Colorado wine to the trade and to consumers

## Quality Activities

- Viticultural Extension Specialist (funding runs out in September)



# CWIDB Committee and Program Areas



## Economic & Business Development (Strategic Plan, pg. 15)

- Strategy 1: to facilitate the financial sustainability and resilience of all Colorado wineries and vineyards through educational opportunities, resources, and external capital investment in wineries and vineyards in order to develop economically sustainable and adaptable businesses.
- Strategy 2: to improve access to markets & increased market knowledge.
- Strategy 3: to increase professional understanding of the beverage alcohol industry.

## Econ & Bus Development Activities

- Half-day webinars on labor matters (Feb. 1) and website optimization (tentatively March 1)



# Questions or Comments?

**Yea, team  
CO Wine!!!**



**COLORADO**

**Wine Industry  
Development Board**

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**COLORADO**

**Wine Industry  
Development Board**

Department of Agriculture

# Thank you

**Doug Caskey, exec. director**

CO Wine Industry Development Board

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