

Wine Vision – American Culture Task Force Meeting Notes
July 11, 2001 - 2nd Annual Conference
DoubleTree Hotel, Rohnert Park CA

The American Culture Task Force determined that there are two working groups that need to be formed to advance the objectives of the task force (to make wine an integral part of American culture):

A. Create appropriate messages regarding wine -

1. Slogan – (eg. Wine Market Council – “Wine – what are you saving it for?”) – but with a broader target audience
2. Best Practices – successful strategies from tasting rooms, festivals, & events. Also volunteer training guidelines.
3. Wine Consumer Bill of Rights – reducing the intimidation factor
4. Other (trunk programs, vertical integration guides, etc.)

The working group will consolidate the many messages and documents that exist to generate content that can be embraced and radiated by all in the American wine community.

B. Develop delivery mechanisms to disseminate those messages –

1. Electronic media – virtual meetings, bulletin boards and chat rooms
2. Experiential opportunities – where people are exposed to wine in relaxed settings:
 - Restaurants/Food venues
 - Wine tourism – growing economic development tool in many states
 - Tasting Rooms – there are some 2200 nationwide
 - Wine festivals – thousands around the country

Input is being generated by dozens of state and regional wine associations toward these efforts. As each state succeeds, we all succeed in helping to make wine an integral part of American culture.