

VISION PLANK: To enhance industrywide coordination and communication and improve domestic and foreign marketplace information

Enroute Objective One:

- **Enhance industrywide coordination and improve intra-industry communication**

Potential Strategy No. 1

- Σ Create Wine Industry Forum, with a mission to act as the Single Voice to the government, the media and consumers as it relates to Public and Social Issues.
 - Annual meetings of all executives; i.e. the CEO, or designate of the following organizations: WI, AVA, FMC, CAWG, AVF, WMC and all individual state wine organizations
 - Reveal planned legislative action; develop consensus where possible on points of difference
 - The first meeting will be held in the first week of December with the following invitees: the Chairman and CEO of each of the aforementioned organizations, a Champion from each Strategic Area Team (4 total), and State organization CEO's.
 - Set schedule for quarterly or other regular roundtable synergy meetings
 - Establish focus on future issues/new opportunities to work together
 - Establish monitoring progress against WineVision plan
 - Share progress on individual initiatives
 - Rotating chair to act as industry voice
 - Establish system to communicate developments, issue resolution, etc. to rest of industry from meetings

Potential Strategy No. 2

- Σ Get industry buy-in of WineVision by stressing the industry will **“Get more by working together than alone”**
 - Establish how WineVision ideas and developments will be communicated from the organizing group
 - Target Wine Industry through associations: CAWG, AVA WI, FWC all state organization
 - Establish speaker bureaus to update and seek input from the interested groups
 - ❖ Reach out to group through existing events

Potential Strategy No. 3

- Σ Build alliances with other trade segments of the licensed beverage business
 - Wineries, growers, wholesalers, retailers, suppliers, educators
 - Establish speaker bureaus to update and seek input from the interested groups
 - ❖ Reach out to group through existing events
 - Establish coordinated media blitz

Enroute Objective Two:

- **Improve communication between wine industry and other societal groups**

Potential Strategy No. 1

- Σ Communicate WineVision's goals and objectives and the rationale behind them to society at large

- Establish program to inform consumers, policy makers, the financial community and the media on a global basis of the details behind WineVision
 - o Establish speaker bureaus to update and seek input from the interested groups
 - ❖ Reach out to group through existing events
 - o Establish coordinated media blitz

Enroute Objective Three:

➤ Improve domestic and foreign industry marketplace information

Potential Strategy No. 1

- Σ Establish global market/consumer intelligence and forecasting systems
 - Inventory existing information/identify additional needs/gaps—including as wide a range of data as possible (i.e. vineyard data, production statistics, distributor depletions, retail sales figures, consumer demographics, psychographics and behavioral data, etc) and identify additional needs/gaps
 - o Establish system to encourage scholarly/university level research and independent development of marketplace database information
 - ❖ Scholarships, research chairs, internships etc.
 - Market-by-market analysis of Top 20 Export Markets
 - Publish legal-entry requirements (country by country)
 - Develop consumer demand statistics and projections (e.g., sales info, consumer data, segmentation, distribution channels)
 - Develop supply statistics and projections
 - Develop ongoing analysis of competitive efforts by major wine-producing countries
 - Establish issue/trend anticipation system
 - Establish system to access information (e.g., physical clearinghouse, published information directory, WineVision.org)
 - Establish system to deliver information to widest possible audience
 - Establish system to encourage scholarly/university level research and marketplace database information

Potential Strategy No. 2

- Σ Establish domestic market/consumer intelligence and forecasting systems
 - Create a Resource Glossary /Directory of existing information—including as wide a range of data as possible (i.e. vineyard data, production statistics, distributor depletions, retail sales figures, consumer demographics, psychographics and behavioral data, etc) and identify additional needs/gaps
 - o Identify proprietary barriers
 - o Establish system to encourage scholarly/university level research and independent development of marketplace database information
 - ❖ Scholarships, research chairs, internships etc.
 - Establish physical library of available wine market data and online access through WineVision.org.
 - Develop economic impact data on state by state basis of regional wine industries

- o Local community impact –jobs, spending, charity
- Establish system to regularly gather and then deliver information and forecasts to widest possible audience
 - o Establish Forecasting Forum, regular meetings
 - ❖ Consider Wine Market Council in this role
 - o Communicate to wine industry plus outsiders, Wall Streeters, Futurists, etc.
 - ❖ Invite their participation in some role