Show-Me Wine & Grape Conference

• EU Tariffs
  In early October due to aircraft subsidies. 25% on EU tariff affects bottled table wine from France, Spain, Germany and UK. Sparkling wine with more than 14% alcohol were not included. On Dec. 12, 100% tariff on all EU wines. Due to technology taxes on US companies (Google, Facebook) on Feb. 14 that was withdrawn from the Administration.

• Ag. Labor – H2A Guest Worker Program was introduced last Fall. House passed Farm Workforce Modernization Act. Senate may take up bill. A lot of pieces to the bill.

• June 26-US Supreme Court Tennessee Wine Vs. Thomas case. The size of the majority 7-2. Though not a case that dealt directly with direct wine shipments, it was anticipated that the case’s outcome could have a very big impact on state laws governing interstate wine shipments by wine stores. The case dealt with duration of residency requirements. TN required 2 years of residency to be eligible for a license.
View from MO

US Court of Appeals – 8th Circuit

No. 18-2611 01-08-2020

MO Broadcasters vs. State of Missouri

MO Broadcasters sued State of Missouri concerning a Missouri statute and two regulations that allegedly violated the first amendment right to free speech.

We are watching more than a dozen Missouri bills.
Marketing
Social Media Metrics

WTW paid campaigns through Elasticity (our agency) made 16,548,100 impressions in 2019. The campaign reached 153K in January and by March, 1.3 M people were being reached.

In 2019, Missouri Wines had a total of 944,832 organic engagements with audiences and 403,510 paid engagements with a total of 1,348,342.

We met and exceeded all quarterly goals (160%-294%).
Influencers

Missouri Wine and Grape Board

Missouri Wines Fall Media Tour 2019 - Six bloggers from around the country were brought together for a three day adventure in some of the most beautiful wine regions in Missouri. Here’s a throwback to 3 years ago on a fantastic birthday picnic. I’ve been a @ojameswinery fan since... more

There are 130+ wineries in Missouri, continually growing!
Influencers Continued
Print Projects

Sneak Peak
thank you