

Show-Me Wine & Grape Conference



View From D.C.

- Craft Beverage Modernization and Tax Reform Act extended through Dec. 31, 2020.
- 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 Due to technology taxes on US companies (Google, Facebook) on Feb. 14 that was withdrawn from the Administration.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



Liked by whimsicalwinewoman and 616 others
americanwinegirl First stop on our Missouri Wine Country Trip! 🍷



Liked by wenwood_farm_winery and 297 others
whimsicalwinewoman It's #nationalsandwichday 🥪❤️
Here's a throwback to 3 years ago on a fantastic birthday picnic. I've been a @stjameswinery fan since I... more



248 views · Liked by lbwwinery and peacefulbendwinery
whimsicalwinewoman Missouri Wines Fall Media Tour 2019 · Six bloggers from around the country were brought together for a three day adventure in some of the... more



Liked by whimsicalwinewoman and 542 others
americanwinegirl A few MO Wine Country Facts that I've learned so far: .

There are 130+ wineries in Missouri, continually growing!

Influencers Continued



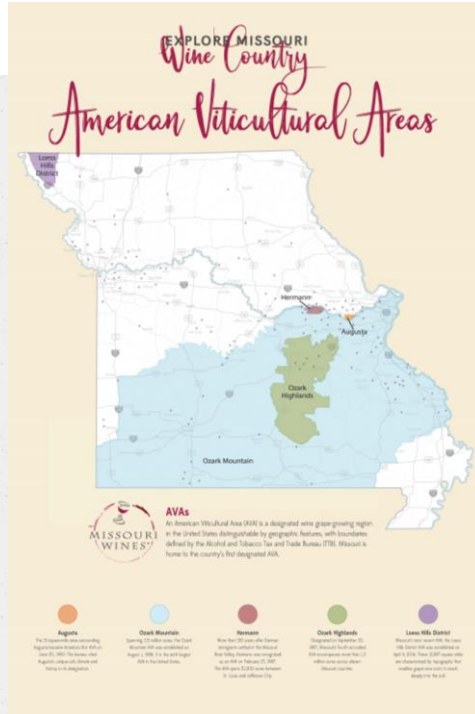
Like Comment Share

Liked by adampuchtwinery and 421 others

whimsicalwinewoman One of my favorite parts of my latest adventure in Missouri Wine Country had to be getting



Print Projects



thank
you