



Your AWGA Investment At Work

AWGA Is Engaged In Ongoing Marketing Efforts

- The AWGA acts as the contact point for journalists, wine writers etc., that are interested in our industry. These leads are communicated to all members.
- The AWGA works closely with the Arizona Office of Tourism (AOT), which recently received \$1 million in funding for promotion of the Arizona wine industry.
- AWGA wine festivals are open to members, enabling them to generate income and spread the word about their respective businesses.
- Members receive significant discounts on entry fees in the annual Governor's Cup wine competition and the winning wines receive substantial media coverage.

AWGA Is Making A Legislative Impact

- Since its inception in 1981, the AWGA is intended to be an advocacy force to secure and enhance a favorable business environment for the industry. It develops legislative proposals that will improve the viability of the industry and defends the industry against legislation that seeks to weaken the industry.
- Triadvocates, one of Arizona's top public relations and lobbying firms, began working with the Arizona wine industry in 2015 and continues to do so.
- AWGA membership dues are the primary funding source for its legislative and advocacy activities.
- Everyone in the industry benefits from a vibrant business environment, so the more Arizona wineries and growers become a part of the AWGA, the stronger and more united the industry voice becomes.
- Today's much more positive business environment is the result of continuous work through advocacy and membership funding.

Some of AWGA's legislative successes:

- Since 1982 - ability to act as a wholesaler (direct sales to retailers and restaurants) and a retailer. Something we all take for granted...
- Direct shipping and direct wholesale rights defended and secured (+\$100,000)
- Remote Tasting Rooms - 2 per series 13 (Farm Winery) License
- Restaurant Liquor License – the ability to serve any wine, beer or liquor available from AZ wholesalers on the same premises as the Farm Winery License
- Ability to sell wine from other Farm Wineries up to 20% of sales by volume



AWGA Has Professional Management

Jennifer Montgomery became the AWGA's Director in 2019. She brings a wealth of experience from her long tenure at WineAmerica, and provides continuity of experience and institutional knowledge for the AWGA.

AWGA Provides Access to Grower/Vintner Expertise

One of the industry's best assets is empirical knowledge. AWGA members that are new to the industry or established vineyard and/or winery owners have easy access to information concerning the trials and errors of others. Building on the successes of others and avoiding their mistakes is critical to future individual and industry viability.

AWGA Is Building Relationships With Like-Minded Organizations

- AWGA holds a Board seat with the National Grape Research Alliance (NGRA)
- AWGA belongs to WineAmerica's State & Regional Association Advisory Council (SRAAC)
- AWGA belongs to the Arizona Farm Bureau.
- AWGA belongs to the Specialty Crop Farm Bill Alliance.

**By joining the AWGA,
you become a part of the
progress for
Arizona's wine industry.**