



FLWA MEMBER BENEFITS

Benefits a winery receives for becoming a member of the FLWA include the following items:

Magazine Wine Submission Program

- Access to exclusive FLWA submission calendar for wine submission to *Wine Enthusiast*, *Wine Spectator*, and *Wine & Spirits Magazine*.
- *Food & Wine Magazine*, *Vinous*, *The Wine Advocate*, *Somm*, *Decantur* and other relevant publications will be contacted for Finger Lakes group submissions.
- Calendar email reminders are sent and FLWA organizes, collects, and ships wines and submission forms as a large, single, Finger Lakes region group submission to publications based on their submission calendar.

Finger Lakes Wine Alliance Website

- Listing on member and winery page on FLWA website including logo, address, contact phone, social media, link to winery website and Google map location.
- Member winery will have access to a winery portal through the FLWA website where additional information can be included.
- Scores from publications will be posted on FLWA website with links to wineries website.

Exclusive Opportunities

- FLWA receives requests to participate in additional events throughout the year. Members receive a discounted rate to be featured at the events (i.e. City of Riesling, Riesling Rendezvous, etc.)
- FLWA receives ongoing requests from trade, media, and wine writers for samples for stories and reviews for publication (i.e. Cooking Channel, John Mariani, Wine and Dine with Wine Spectator, VinePair, etc.)
- Involvement in Society of Wine Educators and American Wine Society regional events
- Discounted rate for WSET certification through the New York Kitchen (formerly the New York Wine & Culinary Center).

Regional Brochure

- Access to FLWA regional brochures at no cost to be used in tasting rooms, events, case club shipments, etc.

Social Media

- Winery-related content and news shared on the Finger Lakes Wine social media pages as applicable

Digital Marketing Workshop

- Exclusive access for winery representatives from FLWA member wineries to attend a Comprehensive Digital Marketing Workshop training session presented by Lunabeau Media.

Online Digital Marketing Training for Wine Industry Professionals

- Members receive a free one year membership to Lunabeau Media Online. Access to wine marketing webinars which convey everything from digital marketing to social media.

Marketing Programs

- Access to purchase and participate in a variety of marketing programs (exclusive to membership) that suit your marketing needs. Programs target trade and media, and do include some consumer components. (See Marketing Programs Summary Document for more details.)

Master Class

- Exclusive access for member winemakers and owners to participate in a hosted winemaker workshop (including a tasting and reception) with noted sommeliers and wine experts. Nominal fee will be charged.