

November 28, 2016

Dear Renewing and Prospective PWA Members:

We want you to be a part of the exciting plans the PWA has in store for the promotion and advocacy of Pennsylvania wineries for 2017! The PWA is a non-profit trade association that promotes and advocates on behalf of the Pennsylvania wineries.

Our efforts have been instrumental in increasing the awareness of the industry through marketing efforts that have reached a multi state audience of nearly 8 million customers in 2016 alone via our website, social media channels, and seasonal advertising campaigns. Many recent opportunities that have enabled PA wineries to expand opportunities are due to the advocacy efforts of the PWA. In the past, the PWA advocated for wine sales by the glass, farm market permits, additional special permit days (100 annually) and reciprocity of sales of PA beers and PA spirits. We look forward to continuing to support the growth of opportunities for PA wines. In 2017 we have plans for an enhanced website, new promotional activities, festivals and further advocacy to promote PA wines. For more benefits of membership please see our accompanying "Top 10" list of the services that the PWA provides to local wineries.

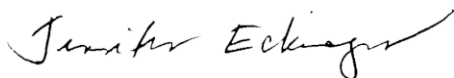
To renew your membership or become a new member, please complete the enclosed Membership Form and provide contact information to update our records. In order to communicate with our membership in the most effective fashion, the PWA will communicate with the membership primarily via our Membership Crush e-newsletter. It is imperative that you provide an operating email to receive important information and updates.

To be eligible for membership, your limited winery must make wine commercially in Pennsylvania utilizing a portion of Pennsylvania fruit. If you are joining the PWA for the first time, the PWA will contact you to introduce ourselves and our services, as well as the next steps to be included in our promotions (website, social media efforts and festivals).

Dues are officially payable by January 1. Please return the form along with the dues payment to the PWA prior to the due date of January 1, 2017. In order to qualify as a candidate for any upcoming PWA affiliated festivals or promotions your winery must have PWA dues paid by January 1, 2017.

Please feel free to contact us if you have any questions. We thank you for your support and look forward to an event-filled year!

Sincerely,



Jennifer Eckinger
Executive Director

Enclosure