

TOP 10 BENEFITS

of being a

PWA MEMBER

(IN NO PARTICULAR ORDER)

PWA MEMBERS BENEFIT *from* ADVOCACY

The PWA fought for wineries to be able to sell wine by the glass, sell PA beers and PA spirits in tasting rooms, Farm Market permits and 100 annual off-site permit days.

--- These efforts have translated to expanded sales and reach for wineries. ---

PWA MEMBERS CAN PARTICIPATE IN ESTABLISHED WINE FESTIVALS

and events (Split Rock, Seven Springs, PA Wine Land and Farm Show)

PWA MEMBERS BENEFIT FROM STATE AND FEDERAL GRANTS

that the PWA receives to promote Pennsylvania wines, wine trails, wine regions and winery visits.



PWA MEMBERS HAVE ACCESS TO ROBUST MARKETING, PR, ADVERTISING *and* PROMOTIONAL MATERIALS

PWA MEMBERS ARE PROMOTED on PennsylvaniaWine.com as well as in social media efforts on Twitter & Facebook



PWA MEMBERS SUPPORT the Penn State Agricultural Extension efforts of the state Enologist.

PWA MEMBERS HAVE A VOICE

working to educate legislators and stakeholders about the \$2 billion industry of PA Wines, as well as to the Pennsylvania Department of Agriculture, PLCB and the Office of Tourism. The PA Preferred wine program in the Fine Wines and Good Spirits stores is an example of our joint efforts.



PWA MEMBERS ARE PART OF A BIGGER INDUSTRY

with other PA wineries sharing the same issues and concerns.

PWA MEMBERS RECEIVE CONSISTENT COMMUNICATION

regarding industry opportunities and concerns via our Membership Crush and other emails.



PWA MEMBERS HAVE EDUCATIONAL OPPORTUNITIES

through our annual conference featuring programming on wine business and marketing sessions, learning from peers and experts alike.

