



Choose Iowa Quality Wines!

How wines pass the IQ test

Wineries:



Become a member of the Iowa Vintner's Quality Alliance (IVQA), a voluntary program of the Iowa Wine Growers Association



Submit samples to Midwest Grape and Wine Industry Institute for evaluation

- Chemical analysis is performed by technical staff
- Sensory analysis is scored by a trained panel in a blind test



Meet United States Alcohol and Tobacco Trade and Tax Bureau (TTB) labeling standards

Pass the test and proudly display the IQ seal of approval

How consumers pass the IQ test



Look for these labels at your local wine store and select Iowa Quality Wines

