



photo by Brent Isenberger

Inside this issue:

- Unannounced Winery Inspections **2**
- Free Grape Exchange Online **2**
- Thank you to the Wineries that Participated at the Iowa Wine & Cheese Tent **2**
- Iowa Producers Adjusting to Supply Drier Wines **3**
- Wine Industry News Website for the "Other" Grapes **3**
- Research Associate Position at ISU Wine Laboratory **3**
- Three Iowa Wineries Uncork Top Honors at Iowa State Fair Contest **4**

IOWA WINE GROWERS ASSOCIATION

900 Des Moines Street
Des Moines, IA 50309

515.262.8323 //
800.383.1682
Fax: 515.262.8960

www.iowawinegrowers.org

Iowa Wine Growers Association Partners with Kum & Go Stores to Advance Iowa Wine Tourism

The Iowa Wine Growers Association has announced that it is partnering with Kum & Go Stores of West Des Moines, Iowa, to create a travel package for wine tourists, which is designed to help them save money and encourage them to spend their travel dollars with Iowa-based businesses. The package is called the Iowa Wine Companion. Included in it is a Kum & Go coupon book containing \$50 in money saving vouchers, which may be redeemed at any Kum & Go location for discounts on valuable merchandise. The package also contains five discount coupons to be redeemed at participating Iowa wineries, a directory of Kum & Go locations, a directory of Iowa's wineries, directories for B&Bs throughout the state, and other useful information.

A recently completed economic impact study has shown that Iowa's wine industry contributes nearly \$235 million dollars to Iowa's economy. That's according to Kevin Smith, president of the Iowa Wine Growers Association. "The data also shows that our wine industry creates almost \$28 million in tourist spending annually," says Smith. "With the current recession, many people are taking their vacations closer to home. It makes sense to us that our association should be doing whatever it can to help make travel in Iowa more fun, efficient, and inexpensive. We also think it make sense to encourage tourists to spend their travel, food, and lodging money with other fellow Iowans," Smith concludes. According to Kevin Krause, Senior VP of Marketing, Kum & Go, LC, "At Kum & Go, we are always looking for ways to enhance the quality of life for Iowa citizens. Our relationship with the Iowa Wine Growers Association allows us to support an organization that provides an economic impact to Iowa." The Iowa Wine Companion is designed to fit conveniently in a glove compartment so that it's always available when travelers need to reference it to find fuel, food, lodging, and other travel needs.

The Iowa Wine Companion package sells for \$15 and provides the buyer with \$55 in discounts to use at wineries and Kum & Go stores as they travel. IWGA is providing the Companion at a discounted price to wineries throughout Iowa. IWGA member wineries can purchase the Iowa Wine Companion for \$11 to sell at their wineries, and non-member wineries can purchase the Companion for \$13. Wineries honoring the coupons in the Iowa Wine Companion will receive a full refund from the Iowa Wine Growers Association. In order to redeem the coupons and receive a full \$1 refund, wineries must complete the redemption form found at:

www.iowawinegrowers.org.

For more information about the Iowa Wine Companion or redeeming coupons, please contact the Iowa Wine Growers Association office at 515.262.8323 or 800.383.1682.

\$1 Off Coupon

This coupon is good for a \$1 discount on a giftshop or tasting room purchase at participating Iowa wineries.

A maximum of two coupons may be used for any purchase.

Merchant redemption instructions on reverse side.

Note to Iowa Winery Merchant.

Redemption of this \$1 discount coupon is guaranteed at face value to your winery by the Iowa Wine Growers Association. We thank you in advance for honoring this coupon with the customer who has presented it. To redeem this coupon and receive your \$1 refund, complete the redemption form found at www.iowawinegrowers.org. Mail your completed redemption form and the tickets you are redeeming to the address shown on the form. Please allow 14 days for your refund to be processed and returned to you via U.S. mail.

For more information, or to have a copy of the redemption form emailed to you, contact the Iowa Wine Growers Association in Des Moines, IA at (800) 383-1682. Thank you from the Iowa Wine Growers Assoc.

Unannounced Winery Inspections

Iowa Wine Growers Association members should be aware that an inspector from the Iowa Bureau of Inspections and Appeals stopped by an Iowa winery in August for an unannounced inspection on behalf of the U.S. Food and Drug Administration (FDA). The winery was found out of compliance because their training and supervision were not adequate to insure Good Manufacturing Practice (GMP) compliance.

GMP compliance was not an area the winery had focused on, nor were they completely aware the FDA's GMP compliance standards applied to wineries. However, Cary Greene, General Counsel for WineAmerica has said that **the FDA does not have any jurisdiction over the wine making processes, but they have jurisdiction over essentially everything else a winery does.**

After the inspection, knowing the questions asked, and viewing the FDA's checklist there is concern about whether or not many or any of Iowa's wineries could pass an inspection. These inspections could potentially shut down some wineries.

Greene has yet to hear of these inspections being performed on a regular basis elsewhere in the U.S.; however, it is in your winery's best interests to be prepared in case of an unannounced inspection. Current GMPs can be found on the FDA's website at: <http://www.fda.gov/Food/GuidanceComplianceRegulatoryInformation/CurrentGoodManufacturingPracticesCGMPs/default.htm#food>.

If you have any questions about compliance, please contact Cary Greene at: crgeene@wineamerica.org

Free Grape Exchange Online

Wineries—post the grapes you are looking for. Vineyards—get inside knowledge about what your consumer is wanting.

Do you have grapes you would like to sell, or are you looking for a specific variety of grape to purchase? The Iowa Wine Growers Association's online Grape Exchange is the forum to announce what you have or what you are looking for.

The online Grape Exchange provides wineries the opportunity to post the varieties of grapes they are looking for, thus giving vineyards two valuable benefits. Vineyards will now have inside knowledge as to what type of grapes their consumers are looking to purchase and the ability to post the varieties they have for sale.



Exchange have had great success; either selling all of their available grapes or finding the variety they were searching for.

There is no charge to post to the Grape Exchange. On the left-side column of the Iowa Wine Growers Association website (www.iowawinegrowers.org) click the tab "Post FREE Ads." The tab will link to an informational form, complete the form and click submit. Your advertisement will be posted within the week.

If you have any questions about the Grape Exchange, please call the IWGA office at 515.262.8323.

Vineyards and wineries utilizing the IWGA Grape



Thank you to the wineries that participated at the
Iowa Wine & Cheese Garden



Cedar Valley Winery
Engelbrecht Family Winery
Grape Escape Winery
Jasper Winery
Madison County Winery
Rosey Acres Winery
Summerset Winery
Snus Hill Winery
Tabor Home Vineyards



The Iowa Wine & Cheese Garden is made possible by generous support from the Midwest Grape and Wine Industry Institute and these fine companies:

- Kum & Go
- Ingersoll Wine & Spirits
- Iowa Pork Producers Association
- Iowa Turkey Federation
- Iowa Wines
- Chocolaterie Stam

Thank you to everyone who attended and supported the Iowa Wine & Cheese Garden!

Iowa Producers Adjusting to Supply Drier Wines

Reported by: Pat Curtis, August 20, 2010, Radio Iowa

Iowa's wine and grape growers are adjusting their production techniques to satisfy a demand for drier wines.

Denny Vermulm operates the website www.IowaWines.org - which serves as a marketing tool for the Iowa Wine Industry. He says Iowa's climate doesn't allow the growth of traditional grapes that produce popular wines such as Merlots and Cabernets.

"Most of the grapes that we grow here are known as cold climate hybrids," Vermulm said. "They're specially bred to survive the cold Iowa winters and produce a usable quality grape in a short growing season." In the early 1900s, Iowa was the 6th largest grape producer in the nation.

But, the wine industry in Iowa nearly disappeared through prohibition, several severe winter storms and overuse of herbicides that killed vineyards. The industry's resurgence in the state started in the late 1990s. Today, Iowa has more than 80 licensed wineries and 1,200 acres of vineyards. Vermulm believes Iowa wine growers are experiencing something similar to what California growers went through in the 1970s.

"People are gradually migrating away from the sweeter wines into

the drier wines. We have a number of wineries that are now starting to produce some very good dry red and white wines," Vermulm said. "I expect that evolution to continue." He says the greatest challenge Iowa growers face is people who won't try an Iowa-made wine because they don't believe Iowa can produce a good tasting wine. Thousands of people are taste testing Iowa wines at the Iowa State Fair.



Iowa wine tasting tent at the Iowa State Fair.

Vermulm is helping operate the Iowa Wine Industry's tent at the fairgrounds. Up to a dozen of the state's wineries are offering samples of their best bottles of wine. Vermulm says it's a great chance for Iowans to experience a wide range of Iowa-made wines. "We also have some wine flavored gelato in the tent, so people can experience something a little different there," Vermulm said.

About 5% of the wine consumed by Iowans is produced by Iowa-based wineries, according to Vermulm.

This article can be found at: <http://www.radioiowa.com/2010/08/20/iowa-producers-adjusting-to-supply-drier-wines/>.

Wine Industry News Website for the "Other" Grapes

Wineindustry Focuses on Non-Vinifera Grapes/Wine

A wine industry news, information, and collaboration website has launched for the growers, makers and sellers of wines made from nontraditional grapes and growing regions.

There is an exciting and thriving wine industry located outside the traditional vinifera wine regions of North America. A new wine culture is emerging and is largely ignored by the traditional wine news and information sources. Thanks in large part to grape breeding programs of innovative universities, new cultivars combining the best of the old and new world vines are quickly making a name for themselves. If you live in places outside of where traditional vinifera grow (i.e., traditional European or "noble" grape varieties) and read the mainstream wine industry news and information magazines one quickly realizes how little attention is given to non-traditional grapes and growing regions. States like Iowa, Missouri, Ohio, Indiana, Pennsylvania, North Carolina, Maryland, Texas, Michigan, Minnesota, and New York are just a few of the states in an emerging new wine culture that Wineindustry will serve.

According to the most recent information, California tops the nation with the total number of wineries in a state with a little more than 3,000, representing 49% of all U.S. winery business – that leaves 51% of the wine industry without dedicated attention. Wineindustry™ is the wine industry news for the "other" grapes and is focusing on what the rest of the wine industry is doing.

Wineindustry seeks to advance, promote and support the "Other" Wine Industry through news, information, education, collaboration, and insightful commentary. Our online format delivers Daily news and insights to wine growers, wine makers, and wine distributors/retailers when you need it and provides just the right amount of research, education and business topics – in a language that is both understandable and easy to apply.

Visit www.wineindustry.com to get the latest wine industry news for the "Other" grapes.

Research Associate Position at ISU Wine Laboratory

New position opening: Research Associate II: The wine laboratory at Iowa State University is seeking to fill a Research Associate II position. Primary responsibilities will include chemical analysis of organic compounds utilizing High-Performance Liquid Chromatography, Gas Chromatography-Mass Spectrometer and other analytical equipment. This position will develop analysis methodology, extract and prepare wine and other samples, perform and design chemical trials, consult on research projects, prepare solutions, compile, record and statistically analyze data. This position will provide guidance to industry members in finding

solutions to technical/production issues and the determination of future research needs and assist faculty in writing and preparation of research articles for publication in professional journals. This position will also assist faculty in the development and delivery of course and workshop materials by designing exercises, worksheets, and quizzes. Position will also maintain laboratory equipment and assure adherence to federal and state lab safety regulations.

For further detail and application instructions please go to:

https://www.iastatejobs.com/applicants/jsp/shared/position/JobDetails_css.jsp?postingId=353693

Three Iowa Wineries Uncork Top Honors at Iowa State Fair Contest

Three Iowa wineries won top honors in the Iowa Wine Commercial competition judged prior to the 2010 Iowa State Fair.

Three double-gold winners were named in the Iowa Wine Commercial Division. Ackerman Winery in Amana collected honors for its Raspberry wine, and Summerset Winery of Indianola earned double-gold status with its Harvest White

wine. The two were joined by Keosauqua's Whispering Pines Winery and its Back Roads Red wine.

Gold, silver and bronze medals were awarded based on judges' scores. Double gold status was awarded only to unanimous gold medal winners. The judging took place on July 31 and August 1.

Gold

Eagles Landing Winery - Summer Crush
Marquette

Cedar Valley Winery - Norton
Batavia

Fireside Winery - Frontenac Rose
Marengo

Eagles Landing Winery - Sweet Ruby
Marquette

Snus Hill Vineyard and Winery - Sven Red
Madrid

Eagles Landing Winery - Campfire Hootch
Marquette

Eagles Landing Winery - Serenity
Marquette

Silver

Summerset Winery - Vidal
Indianola

Cedar Valley Winery - Chardonel
Batavia

Summerset Winery - Vignoles
Indianola

Danish Countryside Vines and Wines -
Twilight White
Exira

Snus Hill Vineyard and Winery - Chardonel
Madrid

Corning Winery - Seyval Blanc
Corning

Snus Hill Vineyard and Winery - Cat Nip
Madrid

Tassel Ridge Winery - Star Spangled White
Leighton

Breezy Hills Vineyard - Frontenac Rose
Minden

Summerset Winery - DeChaunac
Indianola

Snus Hill Vineyard and Winery - Marechal Foch
Madrid

Eagles Landing Winery - Mrs. Sippi
Marquette

Corning Winery - Pink Cheeks
Corning

Fireside Winery - Spark
Marengo

Tassel Ridge Winery - Pink Catawba
Leighton

Ackerman Winery - Concord
Amana

Tassel Ridge Winery - Red, White and Blue
Leighton

Corning Winery - Rhubarb Strawberry
Corning

Eagles Landing Winery - Big Red
Marquette

Eagles Landing Winery - Honey N Berries
Marquette

Breezy Hills Vineyard - Blackberry
Minden

Bronze

Tassel Ridge Winery -
White Blossom

Corning Winery - Sis's
Blush

Fireside Winery - 2009
Iowa LaCrosse

**Snus Hill Vineyard and
Winery** - Boule de Poils

**Snus Hill Vineyard and
Winery** - Edelweiss

**Prairie Crossing Vineyard
and Winery** - Row 13

Covered Bridges Winery -
Edelweiss

Tassel Ridge Winery -
Prairie Snow

Two Saints Winery - Noiret

Two Saints Winery - Leon
Millot

**Dale Valley Vineyard and
Winery** - LeVeil Homme

Summerset Winery -
Frontenac Rose

**Danish Countryside Vines
and Wines** - Tivoil

Celebration

**Snus Hill Vineyard and
Winery** - Frontenac Rose

Whispering Pines Winery
- Autumn Blush

Rosey Acres Winery - Old
Glory

Covered Bridges Winery -
Francesca's Folly

Breezy Hills Vineyard -
Cabana Boy

Covered Bridges Winery -
Hogback Bridge

Eagle City Winery - Apple
Wine

Eagle City Winery -
Raspberry Wine

Eagles Landing Winery -
Brambleberry

Penoach Winery - Dallas
County Apple

Ackerman Winery -
Blackberry

**Prairie Crossing Vineyard
and Winery** - Portfolio