



napa valley vintners

M E M B E R S H I P P A C K E T





BE A PART OF OUR MISSION TO PROMOTE, PROTECT AND ENHANCE NAPA VALLEY.

Napa Valley is the leading wine region, preserved for future generations.

To realize this vision, we must:

- 1 Position and champion Napa Valley as the world's premier wine region. Working together, Napa Valley wineries have an impactful presence in the marketplace. Throughout the year, we tell the Napa Valley story, engage key audiences and build equity for the Napa Valley brand.**
- 2 Provide leadership to solve significant community and industry issues for Napa Valley. Together with member wineries, we champion a healthy environment in Napa Valley and engage with and care for the community.**
- 3 Demonstrate the principles of our founders to strengthen the membership and perpetuate a world-class organization. We work to foster the collaboration that has always been a hallmark of the Napa Valley wine community. We continue to provide opportunities for our members to gather, share their experiences and knowledge, and just enjoy each other's company in this most beautiful place we call home.**



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SIGN UP TODAY!

2023

NAPA VALLEY VINTNERS / COLLECTIVE NAPA VALLEY BOARD OF DIRECTORS

Secretary/Treasurer: Jaime Araujo, Director of Connections & Strategy, Trois Noix

Advisor: Robin Baggett, Owner and Managing Partner, Alpha Omega

Jack Bittner, Winegrower, Ecotone Vineyard

Vice Chair: Cyril Chappellet, President and CEO, Chappellet Vineyard

Chair: Andy Erickson, Vintner, Favia

Alycia Mondavi, CEO and Co-Proprietress, Aloft Wine

Beth Novak Milliken, President and Chief Executive Officer, Spottswoode Estate Vineyard & Winery

Doug Shafer, Advisor, Shafer Vineyards

Emma Swain, Chief Executive Officer, St. Supéry Estate Vineyards & Winery

Schatzi Throckmorton, Owner, General Manager, Relic Wine Cellars

Elizabeth Vianna, Winemaker/General Manager, Chimney Rock Winery

Donna Walker, Proprietor, Pulido~Walker Estate Vineyard and Winery

2023 COLLECTIVE NAPA VALLEY COMMUNITY BOARD MEMBERS

William Cary

Steve Fink

John Hamilton, Advisor

Claire Stull

PRESIDENT & CEO

Linda Reiff



FOUNDING MEMBERS OF THE NAPA VALLEY VINTNERS: Left to Right: Charles Forni (Napa Valley Cooperative Winery), Robert Mondavi (C. Mondavi & Sons), Brother Timothy (Mont La Salle), Al Huntsinger (Napa Valley Cooperative Winery), Mike Ahern (Freemark Abbey), Charles Beringer, Fred Abruzzini (Beringer Brothers), Louis M. Martini, John Daniel, Jr. (Ingelnook Vineyard Co.), and Martin Stelling, Jr. (Sunny St. Helena).

ABOUT THE NAPA VALLEY VINTNERS

Many vintner leaders, like Louis Martini, John Daniel, Jr., and Robert Mondavi of his family's Charles Krug Winery knew there were challenges ahead for their fledgling wine industry, not the least the ongoing threat of natural disasters and growing regulation. They formed the Napa Valley Vintners trade association in October 1944, with just seven founding members, with the idea that they were stronger together than individually. It was a novel idea at the time and decades ahead of the industry's Renaissance.

Seven decades after being formed and now more than 540 wineries strong, the Napa Valley Vintners carries on the vision of its founders to promote and protect—as well as enhance—the Napa Valley AVA as the premier winegrowing region. NVV members are deeply committed to conservation and sustainable farming, and to supporting the local community through charitable work. The Napa Valley wine industry thrives on a strong culture of collaboration and pride in its agricultural heritage, community, and appellation.

An aerial photograph of a vineyard in the Napa Valley. The rows of grapevines are arranged in a grid pattern, extending from the foreground into the distance. The leaves are a vibrant yellow-green, suggesting a late summer or early autumn setting. In the background, a dense forest of evergreen trees covers the lower slopes, leading up to a range of mountains under a clear, bright sky. The overall scene is bathed in warm, golden light, creating a serene and picturesque atmosphere.

POSITIONING THE NAPA VALLEY

POSITIONING THE NAPA VALLEY

**Position and champion Napa Valley as the world's premier wine region.
We promote the Napa Valley by telling our story to important audiences and
building equity in the Napa Valley brand.**

We tell the story through:

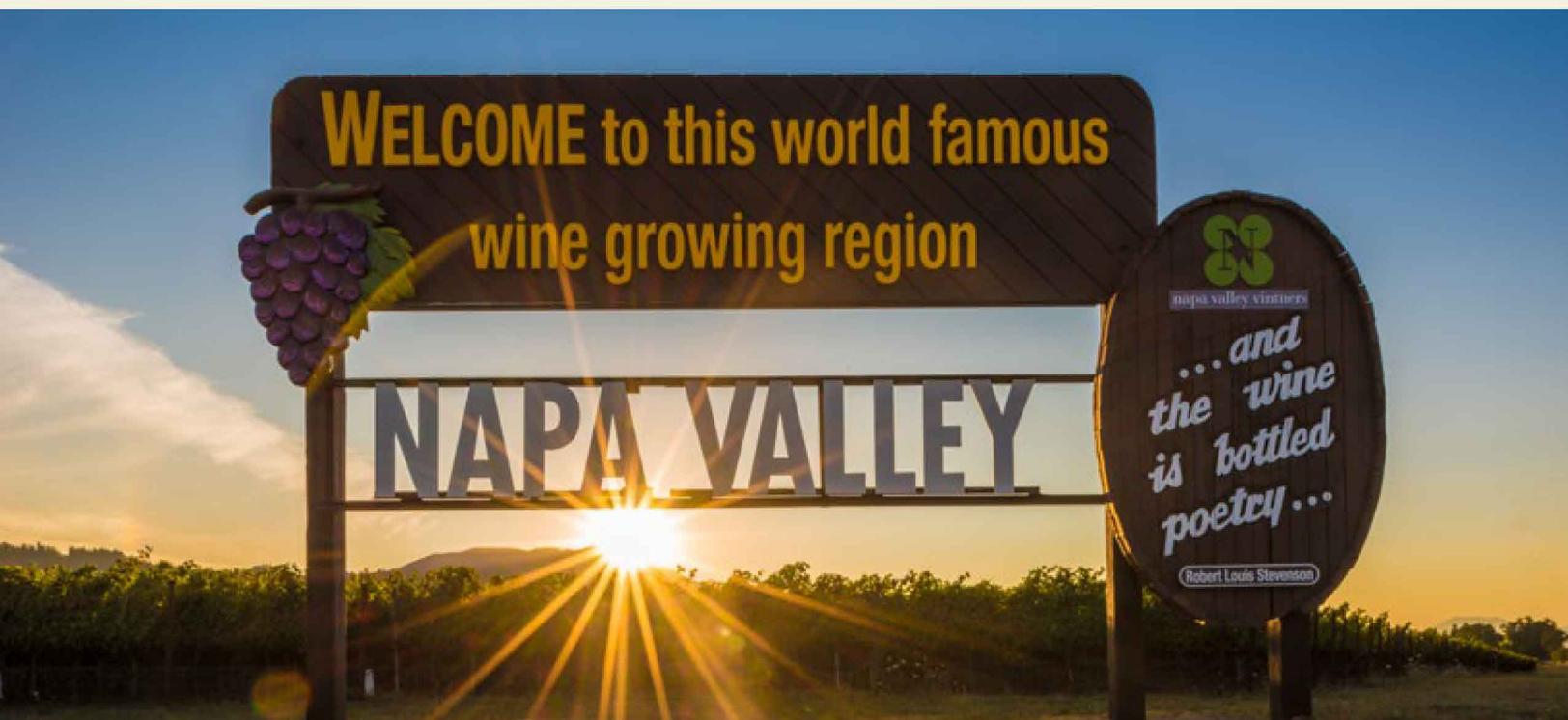
- The **Napa Valley Rocks** program—our signature education program tells the Napa Valley story through an easy-to-use narrative of the valley's unique soils, geography, climate, wines and history. Resources include an online course, a PowerPoint with accompanying teaching guidelines and videos.
- Our social channels on Instagram, Facebook, Twitter and LinkedIn
- Our consumer websites, napavintners.com, napavalley.wine, napawine.asia, napawine.jp, harvestnapa.com, napavalleysessions.com

Through marketing programs we share the Napa Valley story with important international and domestic audiences:

CONSUMERS

- **Open the Cellar**—a winery direct sales program in which NVV members submit wines for sale through our website portal, and the NVV then promotes the wine offers to consumer audiences

—continued—



- **Direct from the Cellar, Napa Valley Library Wine Auction**—an online wine auction that is targeted to high end collectors providing NVV members exposure to new clientele with proceeds going toward NVV efforts to promote the region
- **NAPA Magazine**—a print publication produced one to two times a year in which we tell the Napa story in a deeply engaging way

TRADE

- **Premiere Napa Valley**—our trade-only auction, where winemakers create unique lots to raise money to promote the AVA
- **Napa Valley Sessions** are online wine discussions with Napa Valley’s vintners in which we examine individual topics or themes
- In-valley immersion programs such as **Experience Napa Valley, Master Napa Valley, Sommelier Napa Valley, Wine Educators Academy**, and the **Steakhouse Summit**
- In-market programs such as **Taste Napa Valley** and trade fairs in the international market
- Investing in relationships with key trade organizations to present members the opportunity to engage with their audiences: **WSET, The Michelin Guide, Masters of Wine** and **Society of Wine Educators**

MEDIA

- **Wine reviewer calls for wine**—we provide members the opportunity to submit wines for review with top wine critics around the world: Wine Advocate, Vinous, Jeb Dunnuck, James Suckling, Decanter
- **The Symposium for Professional Wine Writers®**—this program is designed to help writers hone their skills while providing our organization and our region the opportunity to build lasting relationships
- Our work with prominent and up-and-coming journalists and influencers throughout the year gives members exposure to wide-reaching audiences

We work to build equity in the Napa Valley brand through all these programs and by cultivating relationships with key influencers and partners such as alliantgroup, J.P. Morgan and Lexus, among others.



**PROTECTING THE NAPA VALLEY
SINCE 1944**

PROTECTING PLACE

Provide leadership to solve significant community and industry issues for Napa Valley

Collectively, we work with our members to:

- advocate for the Napa Valley wine industry
- enhance wine quality and protect the Napa Valley name from misuse
- improve the environment and thereby preserve Napa Valley's natural beauty
- engage with and care for the community
- work with government to reduce traffic and increase housing that is affordable.



BRINGING THE VALLEY TOGETHER



STAYING TRUE TO PRINCIPLES

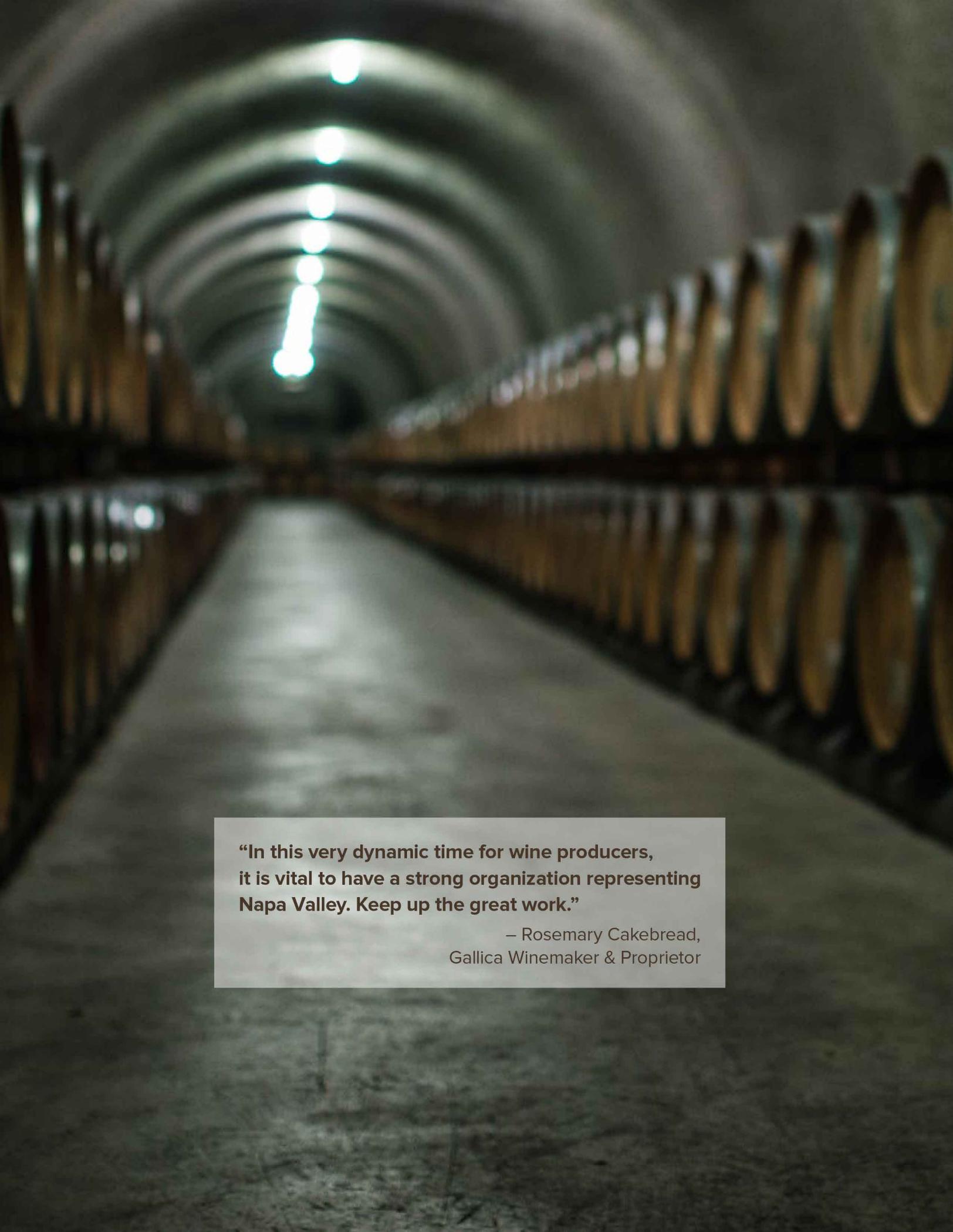
Demonstrate the principles of our founders to strengthen the membership through a world-class organization.

The Napa Valley wine community is renowned for its collaboration and camaraderie, which we foster through our work to:

- create effective networking and collaboration opportunities
- provide relevant education, resources and communications to members

...and by striving for excellence in all we do as an organization.





**“In this very dynamic time for wine producers,
it is vital to have a strong organization representing
Napa Valley. Keep up the great work.”**

– Rosemary Cakebread,
Gallica Winemaker & Proprietor

MEMBERSHIP

General Membership

- 1 General membership in the association is extended to any brand owner that annually produces, in Napa County, a Napa Valley AVA table wine, dessert wine, sparkling wine or distillate of wine that is sold commercially (meaning the wine must be in general release a minimum of 6 months prior to application; at least 20 percent of the wine must be commercially sold; and gross sales must be at least \$12,000).
- 2 By virtue of membership, each general member subscribes to the mission statement and goals of the association.
- 3 Each member shall participate in the association by, at minimum, annually donating to Premiere Napa Valley, the Napa Valley Library Wine Auction or other fundraising endeavors, and by paying monthly membership dues.

A winery that is eligible for general membership shall be admitted to membership upon the completion of an application and favorable vote of a majority of the Board of Directors.

The Board of Directors reviews and votes on all new member applications at its monthly meetings.



MEMBERSHIP DUES

There is a one-time Initiation Fee of \$1,500 due upon application.

General membership dues are based on the sum of a **Fixed Component + Variable Component**. The **Fixed Component** is calculated from a winery's case production. The **Variable Component** is calculated from a winery's sales.

Fixed Component

Each winery member producing:

- Less than 5,000 cases pays \$1,200/year Fixed Component.
- Between 5,000 to 9,999 cases pays \$1,800/year Fixed Component.
- 10,000 cases and over pays \$2,400/year Fixed Component.

Variable Component

The variable component is tied to sales. Sales include revenues from all wines bottled from grapes crushed or fermented in Napa County, under labels owned by the winery, regardless of bottling location. Second labels are included, but bottling of private labels not owned by the member is not included. Sales for sparkling wine are reduced by an increment of sparkling wine federal taxes over table wine sales, if taxes are included in the revenue.

Each bonded winery pays a Variable Component calculated by multiplying sales x 0.00055.
Example: \$1 million in sales = \$550.00

Overall Cap

There is an overall cap of \$44,900 per member winery per year.

Invoicing

Remit only the initiation fee with your application. For our members' convenience, we provide several payment options for paying dues including automatic withdrawals and recurring credit card charges.



About the Napa Valley Vintners

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home. In 2019 the NVV celebrated its 75th anniversary.



napa valley vintners

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