



The Wine Press



New Grape Growers Symposium Grows Roots in Carrollton, Georgia

GWP CARRIES ON TRADITION

GWP is pleased to announce the successful launch of its inaugural New Grape Growers Symposium. Formerly known as the Southern Wine Grape Symposium, this exciting event marks a new chapter in the region's viticulture journey. The symposium, held recently in Carrollton, Georgia, attracted grape enthusiasts and interested individuals, creating a platform for knowledge sharing

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Sponsors



Wine Highway 2023

BREAKDOWN

OPEN GEORGIA WINE

228 sold

WINERIES

772 sold

APP

53 sold

MARKETING

We used \$15,321 of our \$20,000 annual WHW budget on marketing as we were able to get 100% of the glasses and passports covered.

\$8,850 to digital
\$6,471 to television

50K

After tasting costs

1,066

Passports sold

12K

Tastings poured

Final Wine Highway Reporting

Symposium

CONTINUED

and networking within the grape growing community. We are proud to carry on this tradition from The Vineyard and Winery Association of West Georgia.

The Taste of Georgia event held at UnCorked on Main in Villa Rica the night before was a great time for all.

Thank you to Carroll County Ag Center and Paula Burke for hosting us.

Introducing the Wine Highway Advisory Committee

PAVING THE WAY

Today marked the inaugural meeting of the newly established Wine Highway Advisory Committee, dedicated to reimagining and enhancing the Wine Highway event. With a fresh perspective, the committee aims to ensure fairness and maximize the benefits for all participants. This dedicated group of individuals is set to revolutionize Wine Highway. Stay tuned for exciting updates and improvements to this beloved event. The group is comprised of valued voices from varying regions and participation. The goal of the selection was to hear the voices of those who love the event, and those seeking change.

2024 Annual Conference

SAVE THE DATE JAN 28-31

The Georgia Wine Producers are thrilled to announce the highly anticipated 2024 Georgia Wine Producers Annual Conference, set to take place in the city of Macon, GA. This premier event will be a celebration of the state's thriving wine industry, showcasing the best of Georgia's vineyards and wineries while providing a platform for education, networking, and collaboration.

Event Highlights:

1. **Expansive Expo Space for Sponsors:** The conference will feature a vast and dynamic expo space, providing an excellent opportunity for sponsors to showcase their products, services, and innovations to a

captivated audience of industry professionals and wine enthusiasts. This space will serve as a hub for fostering valuable connections and business opportunities within the wine community.

2. Onsite Lodging in Macon's Best Hotel and Conference Space: Attendees will have the convenience of staying at Macon's finest hotel and conference venue, ensuring a seamless and enjoyable experience throughout the three-day event. The venue boasts state-of-the-art facilities, making it an ideal setting for both the conference sessions and networking activities.

3. Three Days of Unforgettable Experiences: The conference promises three action-packed days filled with diverse experiences.

- Taste of Georgia: One day will be dedicated to an exclusive "Taste of Georgia" event, allowing attendees to savor an impressive selection of Georgia wines and discover the distinct flavors that define the region's winemaking.
- Higher-Level Education: Renowned experts in viticulture, winemaking, marketing, and business will lead informative and engaging sessions, providing attendees with valuable insights to enhance their wine production and business practices.
- Great Speakers: Be inspired by insightful talks from industry leaders, entrepreneurs, and visionaries who have contributed significantly to the growth and success of the wine industry.
- Annual Meeting: The conference will host the Georgia Wine Producers Association's annual meeting, where members will have the

opportunity to shape the direction of the association, discuss industry challenges, and celebrate achievements.

This conference is a must-attend event for anyone passionate about Georgia's wine industry, whether you are a vineyard owner, winemaker, distributor, retailer, or wine enthusiast looking to enter the industry. It is the perfect platform to connect with like-minded individuals, gain valuable knowledge, and be part of the ever-evolving Georgia wine community.

The Georgia Wine Producers extends a warm invitation to all industry professionals to mark their calendars for this incredible event in Macon, GA. Stay tuned for further updates and registration details. Let us raise our glasses to the future of Georgia's wine industry and toast to a successful 2024 Georgia Wine Producers Annual Conference!



Georgia Wine Producers
**ANNUAL
CONFERENCE**
Macon 2024



**SAVE
THE
DATE**

Jan 28-31

Ever Growing

GRAND OPENINGS, INDUSTRY NIGHTS, & MORE

New wineries continue to sprout across the landscapes of Georgia! We are delighted to witness the expansion of our state's wine culture, as passionate vintners and farmers embark on their vinicultural journeys.

We have new openings all the time, even up to last week, and more waiting in the wings to officially open their doors. We welcomed wineries across the state so far this year such as: Blue Cielo, Broken Horseshoe, Deep Springs, Limoges Cellars, Mulberry Springs, Paris Mountain, and Roo Mountain. Goodness, did we miss anyone?

We continue to have well attended Industry Nights in some of our regions, with the most consistent turnout being in the North East region. Most recently, over 50 industry friends gathered at Limoges Cellars in Cleveland while others attended at Three Strands in Dallas and Crane Creek in Young Harris. Please reach out if you are interested in hosting one of these fun filled evenings, we will run them through harvest as a way to get away and relax. The attendance stayed strong in 2022 until the holiday season came upon us, so we will schedule them through October.

We continue to draw attention from all over and have even been featured in WINE FIRST, a series that travels the world to find the best wine and food combinations. Wineries in Gilmer and Dahlonega were featured in the PBS show. Find the full episode here:

https://www.pbssocal.org/shows/wine-first/episodes/georgia-usa?fbclid=IwAR3K2aGzW1cD6A5uOy269bsbf6QomCkbUk7Mwtr9G5cBS5VMh_fOg2jtq6o



The Five Points Berries Story

DANIEL AND TOBI SEE

Five Points Berries was founded by Sterling and Mary Messer in about 2014. In 2018 Joe and Wanda Kluck Purchased the winery. Joe retired from Coca Cola as a lead scientist. During COVID he developed 16 new flavors. In 2022 Joe and Wanda decided to sell the winery.

Daniel and Tobi See went to a tasting at Five Points Berries Winery, during our tasting Joe stated that the winery was for sell. Daniel Immediately slapped the bar and said sold!! We had made wine for personal use for 13 years and were looking to make our farm more productive. This was a win, win for all! As the new owners we are passionate about keeping the recipes the same as they have been from the start, also keeping this a proud product of Mauk Ga.

The winery was moved down the road about 6 miles to the winery's new location at 233 Mt. Zion Church RD, Mauk, GA.

*we are passionate
about keeping the
recipes the same as
they have been from
the start*

DANIEL AND TOBI



The response for "Telling Your Story" was great. We will begin adding these to our newsletters and release them in other ways. Thank you for those of you who took time to submit, these submissions will be released in the order they were received.

Reach out to your BOD

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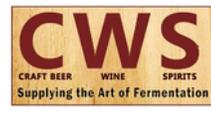
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