

BEING A VA WINE AMBASSADOR

VIRGINIA WINE COALITION

AUGUST 2025



OUR PARTNERS ON THE FRONT LINES

Virginia wine needs YOU!

- Why should you be a Virginia wine ambassador?
 - Support Virginia farmers (270+ wine producers, 2,800 direct employees)
 - Local pride, storytelling, community, authenticity, quality
 - Enhance guest experience with unique offerings
 - Boost sales and tips

As a Virginia wine ambassador, you represent one of the country's most exciting wine regions

Do you have a Virginia wine story?



RICH HISTORY, A BRIGHT FUTURE

Virginia's journey hasn't been easy — our wines are the result of resilience and reinvention.

- Thomas Jefferson
 - He never produced the fine wine he hoped for, but look at us now!
- Modern Resurgence (1980's -- Today)
 - In just 40 years, Virginia wine has gone from an experiment to a serious player.
 - Our wines have earned international recognition, winning medals and features in top wine publications. Wine Enthusiast. Wine Spectator. Decanter. NYT.
- What's next?
 - Every glass you pour helps write our next chapter

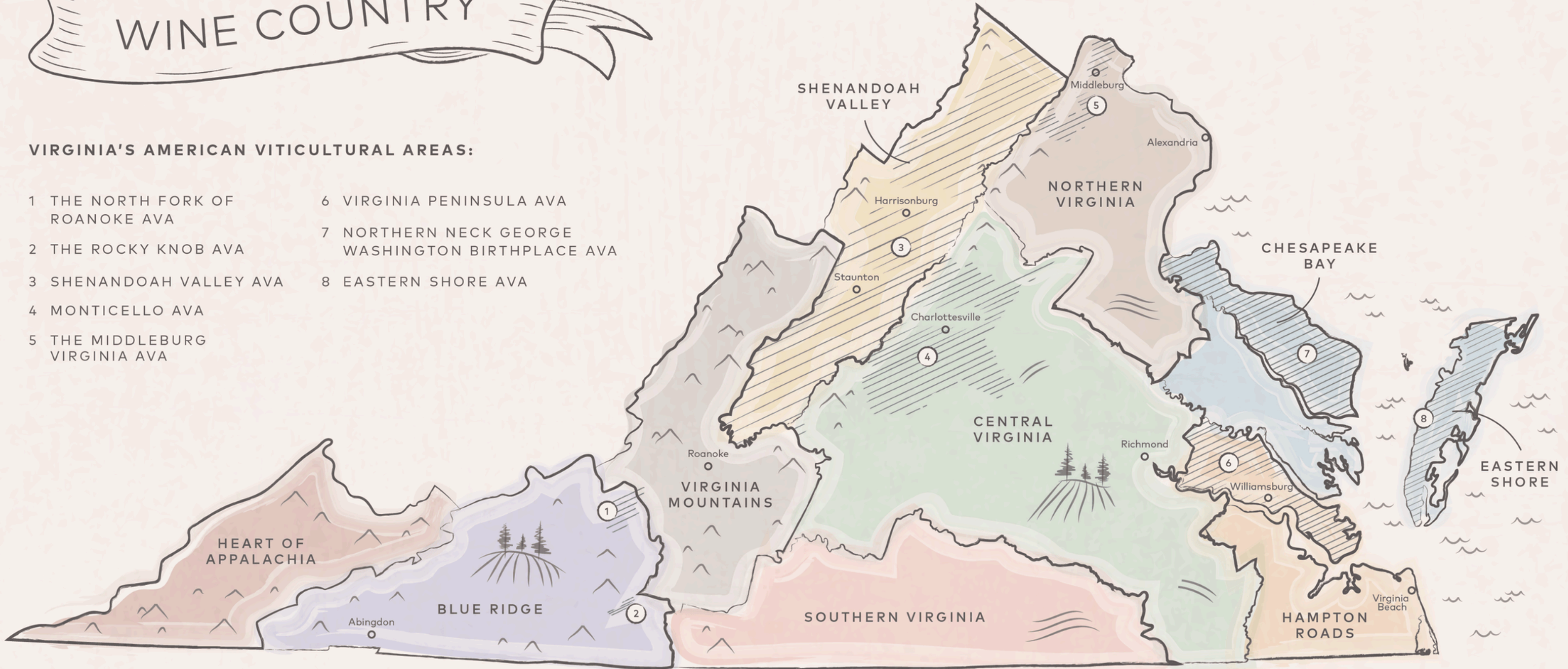


VIRGINIA
WINE COUNTRY

THE LAY OF THE LAND

VIRGINIA'S AMERICAN VITICULTURAL AREAS:

- | | |
|---------------------------------|--|
| 1 THE NORTH FORK OF ROANOKE AVA | 6 VIRGINIA PENINSULA AVA |
| 2 THE ROCKY KNOB AVA | 7 NORTHERN NECK GEORGE WASHINGTON BIRTHPLACE AVA |
| 3 SHENANDOAH VALLEY AVA | 8 EASTERN SHORE AVA |
| 4 MONTICELLO AVA | |
| 5 THE MIDDLEBURG VIRGINIA AVA | |



STARS OF THE VIRGINIA WINE SHOW

Key White Varieties

- Chardonnay
- Viognier
- Petit Manseng
- Sauvignon Blanc
- Albariño

Key Red Varieties

- Cabernet Franc
- Merlot
- Petit Verdot
- Cabernet Sauvignon
- Tannat

Important Styles

- Bordeaux Blends
- Rosé
- Sparkling
- Easy drinking

Virginia wine is made for every moment.



SHARING VIRGINIA WINE WITH YOUR GUESTS

Knowledge enhances guest experience and increases sales and tips.

- Know your customer (especially out-of-towners!)
 - *“What kind of wines do you normally enjoy?”*
- Story telling, connection building
 - *“This winery is just up the road, here in the Monticello AVA, the winemaker often visits the restaurant...”*
- Describe with confidence
 - *Bright, smooth, crisp, juicy, bold, elegant, aromatic, velvety, fresh, lush*
- Food pairing expertise
 - *“What grows together goes together.”*



GUIDING THE CONVERSATION

Offering choices and gently dispelling misconceptions is a wine professional's public service.

- Enthusiasm is contagious! Excitement for the wines will make a difference.
- Guests order the special because you mention it. This tactic works on wines as well!
 - *“If I were you, I’d order a glass of our Virginia Chardonnay to go with those Virginia oysters you just ordered.”*
- Structure and freshness = versatile with a range of cuisines and a range of palates.
- Suggest multiple guests to share a bottle, rather than just ordering by-the-glass (BTG)
- California vs. Virginia. Old World vs. New World.
 - *“It’s not better or worse, it’s just different.”*



YOUR TURN

- What challenges do you have in connecting guests with Virginia wine?
- What would encourage you to sell more Virginia wine?
- What kinds of reactions do you usually get when you suggest a Virginia wine?
- How can our industry help?
- Other questions?



Thank you!

This presentation was made possible by the **Virginia Wine Board Marketing Office**.

For more information about working with Virginia wines in the market:

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