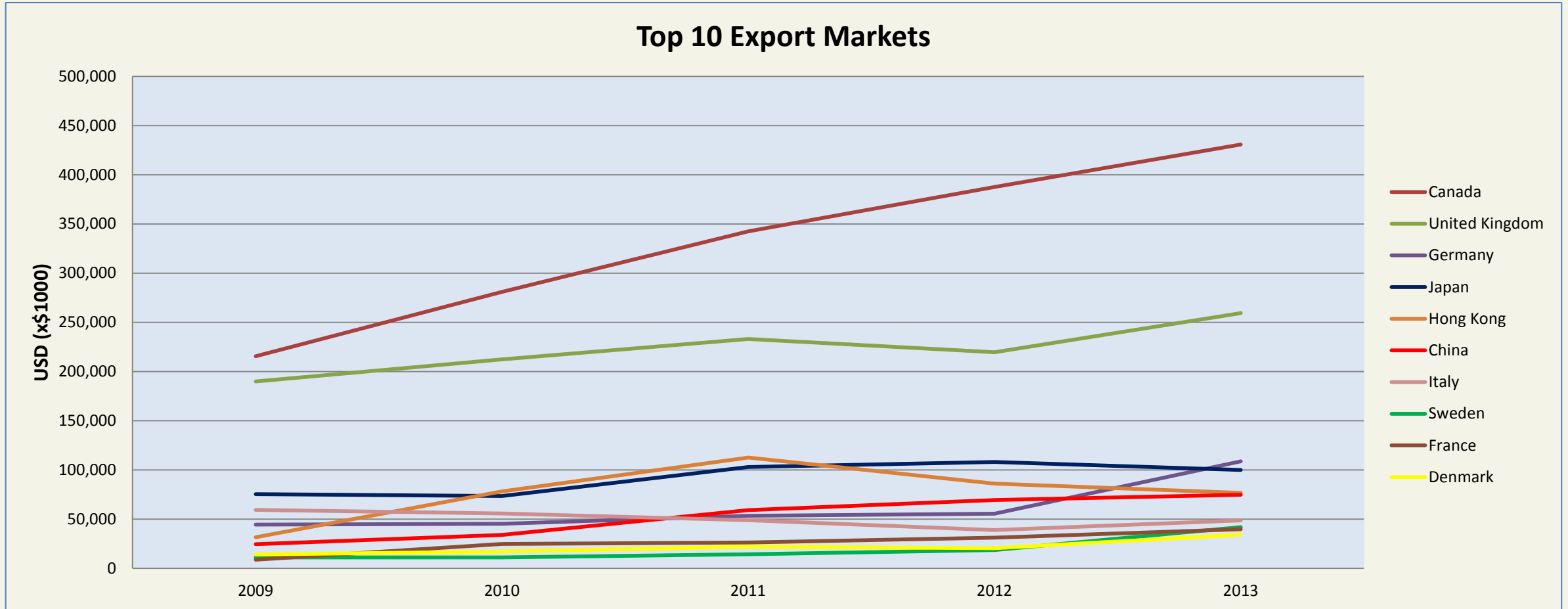




Washington State Wine Commission

Agricultural Trade Update

US Wine

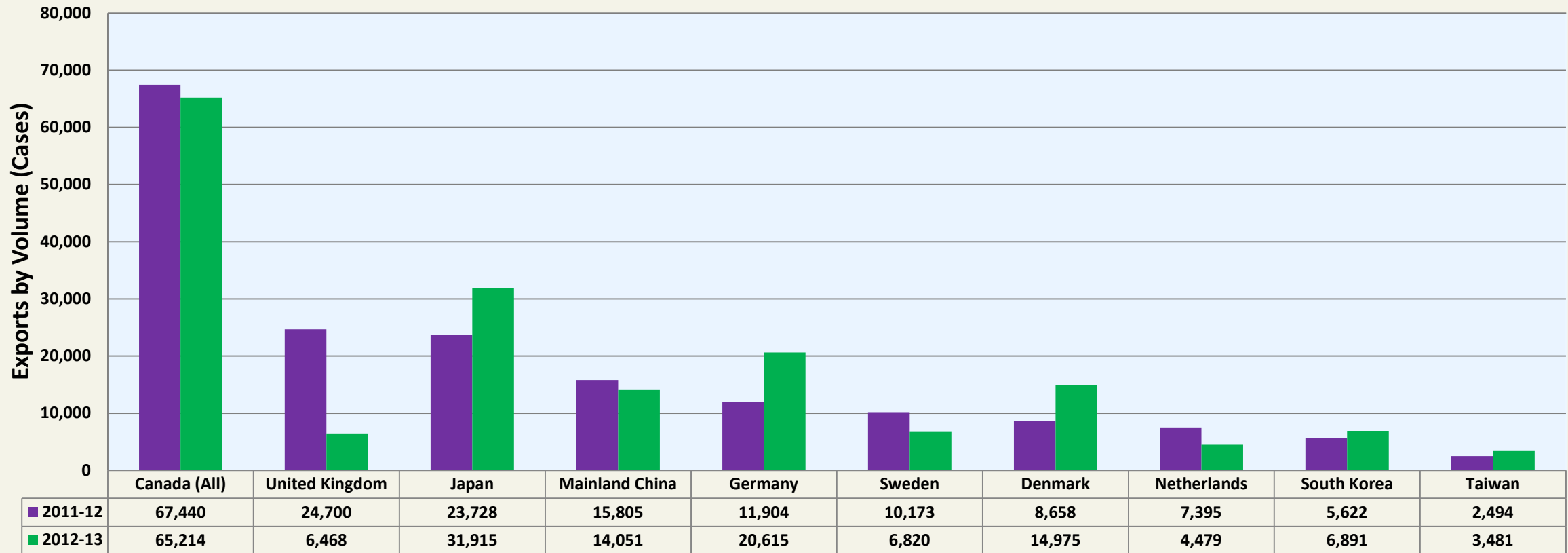


WA Wine



WA Wine

Exports by Market



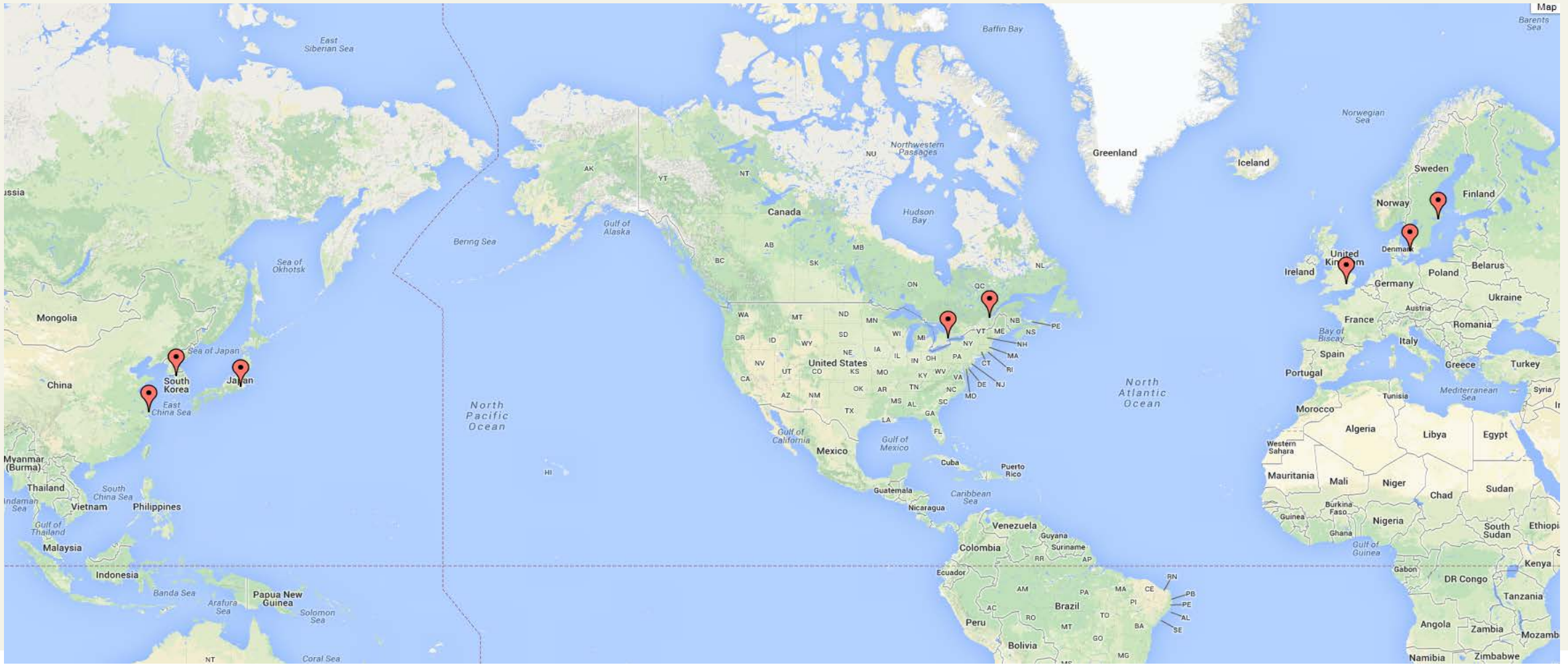
WSWC International Export Program

- ❖ The WSWC represents every licensed winery and every wine grape grower in Washington State.

- ❖ The WSWC's International Export Program primarily serves a marketing function. Its activities include:
 - Trade shows, tastings, and reverse trade missions
 - Media outreach and PR
 - Educational seminars
 - Retail and restaurant promotions



Target Markets



International Wine Initiatives

- ❖ APEC Wine Regulatory Forum
- ❖ Multilateral Free Trade Agreements (TPP, TTIP)
- ❖ World Wine Trade Group

Thank you.