

The background is a vibrant blue with a complex, abstract pattern of overlapping, wavy lines and circles in various shades of blue, creating a sense of depth and movement.

**Virginia is for (Spirits) Lovers:
Partnering to Improve Consumer
Experiences**

“Virginia boasts an extremely proactive [distilled spirits] industry association that arguably works harder than most.”

- Tara Nurin, Forbes.com December 2019

Forbes





Scott Harris

Catoctin Creek

Founder & General Manager



Gareth Moore

Virginia Distilling Company

Chief Executive Officer

Engaging State Government

- From the onset of the Virginia Distillers Association's (VDA) establishment, we've made a concerted effort not only to improve the regulatory environment for Virginia distilleries, but to also create promotional resources and opportunities for our members.
- Promotional opportunities not only provide marketing value to our member distilleries, but they are also a vehicle for exposing and engaging state government in the advancement of our industry directly and indirectly.
- This rising tide of engagement not only brings forth additional resources towards programming, but also has indirectly created a more distillery-friendly legislative environment

Association Identity vs. Consumer Identity

When the VDA was formalized in June **2016**, we created logo assets which we utilized for initiatives geared towards the regulatory matters or when speaking with industry constituents (example below).



In **2017**, we partnered with the Kelli O’Keefe (Professor of Brand Strategy at the VCU Brandcenter) and his students as part of a semester-long pro bono case study to establish what would become the Virginia distilled spirits industry’s consumer identity - managed by the VDA. These assets would be the cornerstone for all future consumer facing programming established by the VDA; and are generally used for all identity needs today (see next slide for brand standards)

Consumer Brand Assets developed by the VCU Brandcenter

LOGO INSPIRED BY A DROP OF SPIRIT



4 COLOR LOGO & TAGLINE



1 COLOR LOGO & TAGLINE



REVERSED LOGO & TAGLINE



4 COLOR WORD MARK LOGO



1 COLOR WORD MARK LOGO



REVERSED WORD MARK LOGO



4 COLOR TAGLINE



1 COLOR TAGLINE



REVERSED TAGLINE

TYPOGRAPHY

Viktor Script Regular

MR. EAVES

COLOR PALETTE

INSPIRED BY THE COLORS OF THE VIRGINIA LANDSCAPE



RGB: 128, 61, 59
CMYK: 30, 78, 67, 36
HEX: #803c3a



RGB: 231, 196, 138
CMYK: 9, 22, 51, 0
HEX: #e7c48a



RGB: 108, 129, 124
CMYK: 60, 38, 48, 9
HEX: #6c817c



RGB: 63, 66, 94
CMYK: 76, 69, 35, 33
HEX: #3f425d

MAKER PROFILES



GLASS ICON



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

Logo Spinoffs for Various Consumer Campaigns

Virginia
SPIRITS

Virginia Spirits
ROADSHOW

The
VIRGINIA
Spirits Trail
VA ^{EST} 1620 US

Virginia
SPIRITS
— MONTH —

IT'S FIVE O'CLOCK FOR 30 DAYS.



Virginia Spirits Trail & Passport:

- Obtained grant for \$50,000 with Virginia Tourism Corporation
- Currently features 28 VDA Members (distilleries)
- The focus of the program is to
 - **drive tourism to member distilleries**
 - **increasing direct sales**
 - **create a grass roots approach to brand ambassadors** via the passport component
- When a consumer visits 10 distilleries, they receive a free “Virginia Spirits Trail” t-shirt, as part of the “Trail Challenge”
- Currently lives in print format only; launching digital application this summer as part of a complete overhaul / redesign for VirginiaSpirits.org



Virginia Spirits Roadshow:

- Expose spirits enthusiasts to Virginia's distilled spirits industry
- The focus of the program is to:
 - **brand exposure for our member distilleries by way of consumer tastings**
 - **provide new market access for bottle sales**
 - **create brand ambassadors for the our industry and our member distilleries**
 - **generate revenue**
- Adapting name to **The Virginia Spirits Roadshow, presented by the Virginia Spirits Trail**
- Currently have more than 2,300 consumer email contacts in our database
- Working with Consociate Media (pro bono) this Spring to develop additional promotional assets and a communications plan for the Roadshow initiative



Virginia Spirits
ROADSHOW



Virginia Spirits Month:

- September Virginia Spirits Month is a consumer brand awareness campaign established by the VDA in 2016. The tagline is “It’s 5 o’clock for 30 days,” which is a great vehicle for promoting the campaign daily.
- September programming has directly contributed to sales growth since the campaign was established, increasing all September Virginia Spirits sales by **134 percent from 2016 to 2019**.
- Over the past four years of the campaign, the VDA has executed a variety of programming in partnership with the Virginia Tourism Corporation, Virginia ABC and the Virginia Governor’s Office.

September Virginia Spirits Month			
	ABC Retail Sales	Distillery Store Sales	TOTAL:
2019	\$ 1,165,810	\$ 720,856	\$ 1,886,666
2018	\$ 848,367	\$ 641,119	\$ 1,489,486
2017	\$ 733,727	\$ 515,928	\$ 1,249,655
2016	\$ 503,179	\$ 303,219	\$ 806,398
2019 over 2018	37%	12%	27%
2019 over 2016	132%	138%	134%
2018 over 2017	16%	24%	19%
2017 over 2016	46%	70%	55%



Virginia Spirits Month: Partnerships

Virginia ABC:

- Distribution of Virginia Spirits branded POS to all 370 retail stores.
- Distribution of campaign swag / totes to the top 20 Virginia ABC stores by Virginia Spirits sales volume.
- Dedication of ¼ of all their PODs displays (in 132 stores) to promoting the September campaign.
- Annual co-authored and distribution of press release.
- Support for special product discounts.
- Support for advertorial in Spirited Virginia Magazine.

Virginia Spirits Month: Partnerships

Virginia Tourism Corporation:

- Donation of 2,000 “VA is for Lovers” trucker hats for distribution to select retail stores as a free gift with purchase.
- Production of campaign videos featuring Governor McAuliffe and other state officials.
- Financial sponsorship of Virginia Spirits / Virginia is for Spirits Lovers branded totes to select retail stores as a free gift with purchase.
- Annual co-authored and distribution of press release.
- Development of sub-brand logo “Virginia is for Spirits Lovers.”

Virginia Spirits Month: Partnerships

Virginia Governor's Office:

- Support with annual Proclamation of September Virginia Spirits Month.
- Support with hosting kickoff event for campaign at the Virginia Governor's Mansion.

Virginia Distilleries Association:

- Development of all digital assets (e.g. social media, and website landing page).
- Coordination of all support with state government agencies.
- Coordination of all member distilleries participation in product discounts, consumer tastings at ABC stores, and more.
- Event planning (e.g. campaign kickoff event for media and state dignitaries, consumer events such as the Virginia Spirits Roadshow).
- Production of Meet Virginia Makers video series, Cocktail video series and Virginia Tastemaker blog.

Virginia Distilled Spirits Board (DSB)

- Legislation in progress to establish and fund a Governor Appointed Distilled Spirits Board (“DSB”)
- DSB will develop, manage and execute industry-wide marketing, education and research initiatives
- First state operated Distilled Spirits Board that we know of
- Housed under the Virginia Department of Agriculture, and will include 11 Board Members comprised of:
 - 6 distillery representatives
 - 3 supplier representatives
 - Chief Executive Officer of Virginia ABC (ex-officio)
 - Commissioner of Agriculture (ex-officio)



Virginia ABC Black Friday Discount

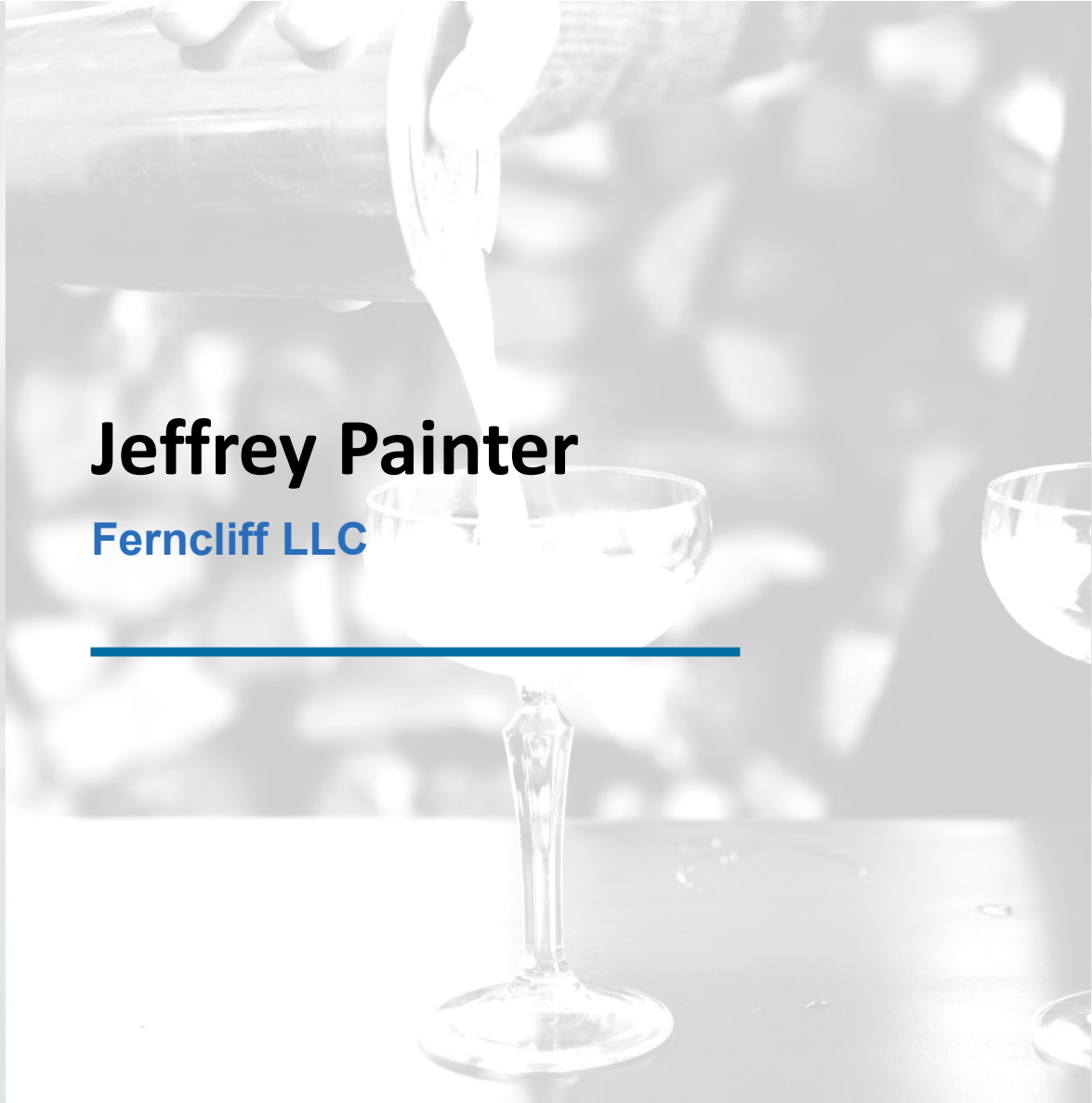
- Virginia ABC has started an annual campaign to promote the Black Friday discount of 20% off most products in-store, and at distillery stores. To help members promote their participation in the sale, the VDA creates customized promo assets each, and launched a landing page on VirginiaSpirits.org to promote the sales several weeks in advance.





Jeffrey Painter

Ferncliff LLC



Virginia ABC: Then & Now

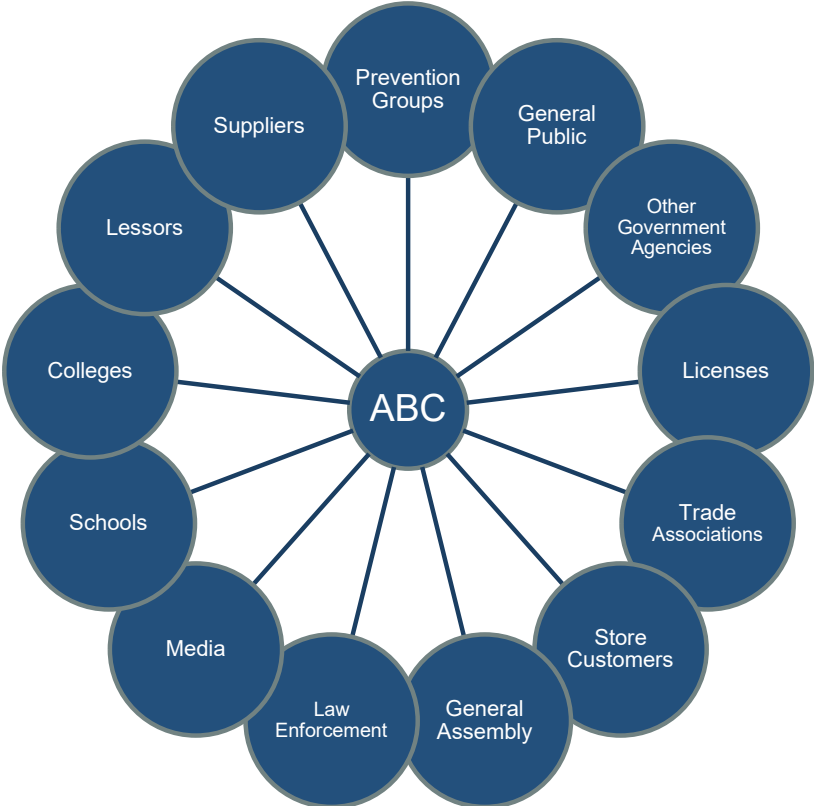


1941 Virginia ABC Store

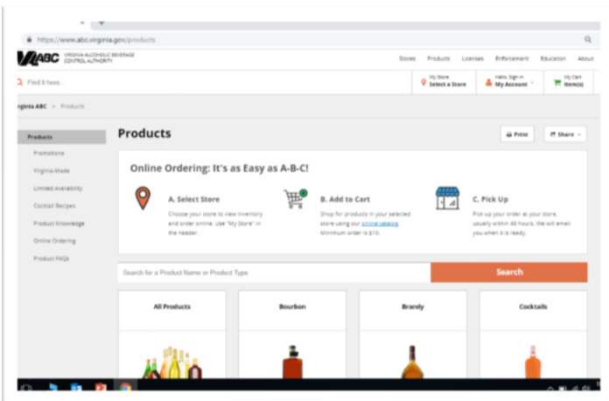
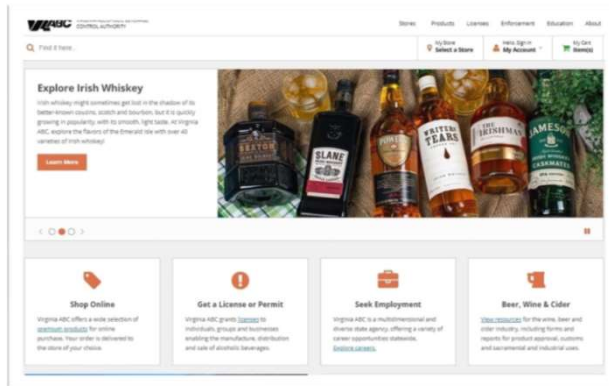


2020 Virginia ABC Store

Diverse Stakeholders



2020 State Session Overview



- Full availability of products is the primary objective of Virginia ABC's ecommerce program
- Two supporting objectives are “frictionless shopping” and “engaging content”
- Currently offer “buy online, pick up in store” for entire product line

Modernization

- Virginia ABC introduced cyber sales in 2019
- On the horizon: home delivery

Cyber MOM-day!
APRIL 29 **V/ABC** [Learn more](#)

Because Mama Likes A...

MARGARITA 	MOJITO 	MARTINI 	MARY
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Save 20% when you spend \$100 or more, online only.
Order Mom's gift — and find a little something for you!

Please celebrate responsibly.

Cyber DAD-day!
JUNE 3 **V/ABC** [Learn more](#)

Because Dad Likes A...

GIN & TONIC 	SCOTCH ON ROCKS 	OLD FASHIONED 	WHISKEY SOUR
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Save 20% when you spend \$100 or more, online only.
Order Dad's gift — and find a little something for you!

Please celebrate responsibly.

Retail Operations

- Average store stocks over 1,200 items
- Top 200 items represent over 50% of retail and 70% of restaurant sales
- Sales to restaurants are about 18% of annual sales
- Average store gross sales of \$2.6M



Product Selection



2007

- Standard products – 2,361
- Special Order Catalog - 271
- Other Special Order - 261

2018

- Standard products – 3,069
- Special Order Catalog - 816
- Other Special Order - 981

Website – 2,653 products

Retail Merchandising

- Average store carries 1,300 products
- Includes approximately 1,200 standard products
- Also includes special order and VAPs



Product Expansion

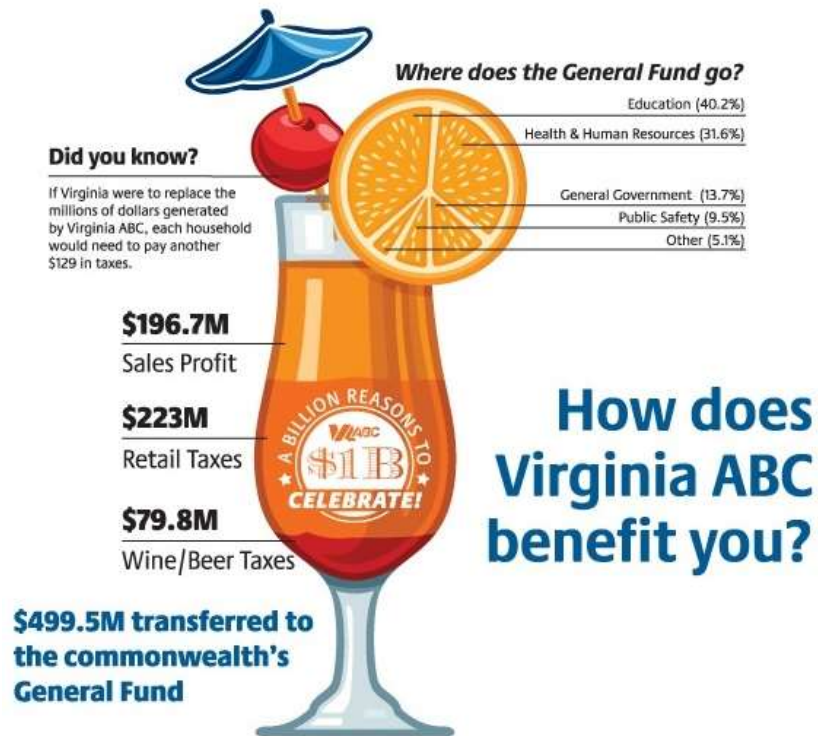
- “Endless Aisle” concepts and the website provide a platform to promote and sell Virginia products—especially from smaller suppliers that are not yet in position to supply 100+ retail stores
- Virginia products sold as a percentage of all online orders continues to grow

The screenshot displays the Virginia Spirits website interface. At the top, there's a header with the title "Virginia Spirits" and "Print" and "Share" buttons. Below the header is a promotional banner for "September is Virginia Spirits Month!" with a background image of a distillery barrel room. The banner text reads: "From rum and gin to moonshine and brandy, Virginia has a wide array of spirits distilled right here in the commonwealth. Browse our online product catalog to check item availability in local ABC stores and to explore products that can be ordered online and picked up at the ABC store of your choice. Can't find a product? Simply ask your local ABC store about making a special order." Below the banner is a search bar with the placeholder text "Search for a Product Name or Product Type" and a "Search" button. To the left of the search bar is a "Filter by" section with two categories: "Views" (with options for "Virginia-Made", "At My Store", and "On Sale") and "Category" (with an option for "Whiskey"). To the right of the search bar, it shows "Results 1-24 of 188 in 0,05 seconds" and sorting options "A-Z", "PRICE", and "RELEVANCE". The main content area displays four product cards: "1st Sugar Moonshine", "5 Mile Mountain Elderberry Moonshine", "5 Mile Mountain Vanilla Plum Moonshine", and "Abraham Bowman Sweet Sixteen Bourbon". Each card features a small image of the product bottle.

New Warehouse Coming 2021



Retail Operations



- 384 retail stores
- 36 distillery stores
- \$1 Billion in Revenue
- Average ABC Store
 - 3,200 Sq. Ft.
 - \$2.6M in sales
 - 18% of sales to restaurants



Madeleine Spjut

Distilled Spirits Council

Director of Government Relations



Promoting Alcohol Responsibility in Virginia



- Underage drinking prevention audio PSA with Virginia Senator Bryce Reeves
- 41,516 people reached via Spotify
- 136 clicks to Ask, Listen, Learn's underage drinking prevention resources



Ending Impaired Driving

pnsibility.org @goFAAR · Oct 9, 2019
grats to our 2019 Kevin E. Quinlan Traffic Safety Award winner
ringtonVaPD's Dimitri (Jim) Mastoras. 🏆👏 Jim has diligently wor
impaired drivers off of the road and instituted @ARIArington to re
aired driving.



2 7 23



We're spending some time with @ArlingtonVaPD tonight at their #coffeewithcops event! It's a great opportunity to get to know the officers.



- Partnered with local Virginia law enforcement and safety groups to fight impaired driving.
- Promoted sober ride homes via WRAP and Lyft rideshare codes.

Community Engagement

- Debuted the underage drinking prevention show, SMASHED, to the Washington-Lee High School.
- Partnered with the Students Against Destructive Decisions (SADD).
- Reached high school students & local partners such as the Washington Regional Alcohol Project (WRAP) and the Virginia Alcohol Beverage Commission (VABC).



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