



New York Wine & Grape Foundation

1 Keuka Business Park,
Suite 208
Penn Yan, NY 14527

T 315-924-3700
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www.newyorkwines.org

Request for Proposals

Sustainable Wine & Grape Certification Marketing Plan

September 22, 2021

I. Background Information

The New York Wine & Grape Foundation (NYWGF) was created by the State of New York in 1985 as a private, non-profit organization. The enabling legislation established a financing mechanism for promotion and research, providing the industry with both short-term assistance and the potential for long-term viability. NYWGF's programs are developed by a 21-member Board of Directors in consultation with other representatives from industry and state government. The activities carried out by NYWGF are designed to support all uses of New York-grown grapes from all regions of the state. The mission of the NYWGF (updated in February 2018) is to "promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy." The vision of the NYWGF (updated in February 2018) is "to be the world's premier region for cool and cold climate viticulture."

II. Scope of Services

NYWGF is developing a third-party certification for sustainably grown grapes and wine. The basis for this certification will be the *VineBalance Guide to Sustainable Viticulture*, a grower self-assessment workbook codeveloped by the Cornell Cooperative Extension and Soil and Water Conservation Committee of the New York Department of Agriculture and Markets in 2007. This workbook is widely applied across the state, but it lacks a system of third-party verification and logo for special labeling. Growers who achieve certification will be permitted to use the logo for direct-to-consumer marketing. This market-based approach will provide a continuous incentive for value-added producers to purchase sustainable grapes and increase the visibility of sustainable wines in the marketplace.

NYWGF is looking to partner with a consultant to write a marketing plan for the certification program. The goal of this project is to develop a marketing plan that addresses the needs of grape growers and farm wineries as well as the preferences of Millennial consumers who drive the premium for certified sustainable wines. Project activities will include market research that focuses on Millennial wine consumers and the sustainable grape commodity market. Deliverables will include a certification program positioning statement and strategy, promotional campaign playbook, and certification logo style guide.

The partnering consultant should note that the brand identity of New York Wines was professionally updated in 2019 to reflect the industry's growth, its approach, and its emerging status among other leading wine regions (e.g. [Austria](#), [Australia](#), [Napa, CA](#), and [New Zealand](#)).

Please [click here for NYWGF's Boldly, N.Y. brand guide](#) and positioning statement.



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The sustainability trust mark, marketing plan, and style guide should be crafted with the Boldly, N.Y. elements in mind, and the proposal should address how the trust mark will be integrated into, and/or complement the brand 'family'.

III. Deliverables:

Activity 1 – Understand the Sustainable Wine Consumer (Due February 15, 2022)

- Task 1: Identify a direct-to-consumer market window for Certified Sustainable wines from NY
- Task 2: Complete a competitive logo and brand marketing analysis across (5) benchmark
- Task 3: Create consumer persona(s) and map the sustainable wine customer journey

Activity 2 – Understand the Sustainable Grape Commodity Market (Due March 31, 2022)

- Task 1: Identify a business-to-business market window for Certified Sustainable grapes from NY
- Task 2: Survey comparable certification programs to quantify premiums for sustainable grapes
- Task 3: Create business-to-business customer profile(s) for Certified Sustainable grapes

Activity 3 – Position the Certification to Appeal to the Millennial Wine Market (Due May 31, 2022)

- Task 1: Identify the unique value proposition of New York's sustainable vineyard program
- Task 2: Develop a positioning strategy to bring the certification to the market
- Task 3: Draft a messaging platform to support the positioning strategy

Activity 4 – Develop a campaign playbook and certification logo style guide (Due June 30, 2022)

- Task 1: Develop an integrated marketing strategy to launch the campaign with pilot growers
- Task 2: Develop a possible promotional campaign and style guide for the certification logo
- Task 3: Draft a timeline and budget for the campaign and deliver the final marketing plan

The timeframe for the completion of this project is June 30, 2022.

IV. Project Budget

The budget available for the development and execution of the marketing plan is **\$50,000**. Funding for this project is contingent upon a USDA Value Added Producer Grant (VAPG).

V. Evaluation of Proposal

Proposals must include a timeline for the development of the messaging strategy and should also summarize:

- Demonstrated green marketing experience
- Key project personnel and relevant credentials
- Examples of management of similar projects
- Detailed project budget and timeline



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VI. Authority

The Marketing Consultant will work with the NYWGF as an independent contractor. The method and means of performing the services and the hours when work is performed will be entirely within the Marketing Consultant's control. All expenses must fall within the program budget and be pre-approved by NYWGF.

VII. Discrimination Clause

The NYWGF is an equal opportunity employer and does not discriminate based on race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The NYWGF complies with all provisions of the U.S. government's Executive Order 11246 dated September 24, 1965, and the rules, regulations, and relevant orders of the Secretary of Labor.

VIII. Instructions for Submitting Proposals

Proposals should be submitted electronically to:

Whitney Beaman
Sustainability Program Manager
Email: whitneybeaman@nywgf.org
Phone: 716-867-6577

Questions regarding this RFP should be directed to whitneybeaman@nywgf.org no later than 5:00PM on Monday, November 1st, 2021.

All proposals are due by 5:00PM on Monday, November 8th, 2021.

NYWGF reserves the right not to award a contract if, in the opinion of the evaluators, no suitable proposal is received. NYWGF is not liable for any costs associated with any company's response to this RFP.