



New York Wine & Grape Foundation

1 Keuka Business Park,
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Penn Yan, NY 14527

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www.newyorkwines.org

Request for Proposals

Canada Representative

February 14, 2022

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 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 is "to be the world's premier region for cool and cold climate viticulture."

II. Scope of Services

The NYWGF is requesting proposals for a contractor to manage its marketing and educational programs that target trade, media, and consumers in Canada. The NYWGF's program in Canada has in recent years solely focused on the Ontario market and is now looking to expand into Quebec for the 2022-23 program year.

The NYWGF is looking for a contractor to develop a comprehensive expanded strategy for the next phase of programming including the cities of Toronto and Quebec. The contractor is expected to 1) develop awareness of the New York wines brand amongst trade, media, and consumers; 2) promote existing in-market New York wines in partnership with key importers to help drive sales; and 3) identify opportunities and connections for unrepresented New York wineries interested in exporting to Canada.

The selected contractor will initially partner with the NYWGF on a one-year agreement for the period of **July 1, 2022, to June 30, 2023**. This agreement may be extended annually if efforts are successful. The contractor selected to manage the NYWGF's Canada program would be expected to fulfill the following responsibilities:

- **Trade Servicing:** The NYWGF is looking for a contractor that will provide strategic direction for the New York wine industry in Canada. The contractor will identify appropriate trade partners for the industry within the region with the goal of fostering better relationships between NY wineries and the Liquor Control Board of Ontario (LCBO), Société des alcools du Québec (SAQ), in-market Foreign Agricultural Service (FAS) offices, agents, bottle shops, and other importers. The contractor will work to further



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develop the global network of key agents, buyers, sommeliers, chefs, educators, and influencers across the region. These efforts include but are not limited to:

- Information distribution to members of the trade, media, and consumers – both on a proactive and responsive basis
 - Forwarding of inquiries from importers/agents to NYWGF staff or to wineries, as appropriate
 - Communication with participating wineries and agents – both for special events and shows as well as winery specific opportunities
 - Assisting new wineries to the program with market specific education and fostering contact with appropriate agents
 - Assisting NYWGF with completing shipments of NY wines to markets in Canada as needed for MAP-funded program activities
 - Implement NYWGF’s MAP program funded activities in Canada. Coordinate as needed with the LCBO, SAQ, as well as other Canadian trade, media, sommeliers, etc. to offer support, build relationships, and implement activities
 - Follow up with trade/media who participate in NYWGF events/activities to obtain feedback on NY wines and FAS required performance measure results
 - Provide NYWGF with brief monthly reports on trade contacts, activities and results, and other work performed on NYWGF’s behalf. An end-of-year report should also be provided to detail activity success and results
 - Coordinate NYWGF’s participation in ATO organized events (as appropriate)
- **Engaging Trade and Media Influencers on Visits to New York Wine Regions:** Reverse trade missions that bring qualified buyers, sommeliers, agents and media representatives to New York's wine regions are an important part of NYWGF’s annual programming.
 - Select and invite key influential trade and media to visit New York’s wine regions.
 - Coordinate travel arrangements for invited trade and liaise with NYWGF as needed to develop agenda/schedule.
 - **New York State of Wine Seminars/Virtual Tastings:** Organize and execute New York wine seminars/tastings that increase awareness for New York wine regions and varieties amongst trade, media, and wine enthusiast consumers in Ontario and Quebec. Seminar content will be derived from the NYWGF’s primary education tool – the New York Wine Course and Reference guide.
 - **Other:** Coordinate and implement other virtual tastings and/or seminars, and partnerships to promote New York wines (as appropriate e.g., Good Food Revolution).

In executing these initiatives, the contractor shall maintain close communication with the NYWGF and its



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designated international team, and report monthly on the progress and impact of activities. In addition, the contractor shall manage all financial aspects of the program in accordance with United States Department of Agriculture (USDA) export assistance grant program guidelines. The NYWGF receives grant funding, primarily from the Market Access Program, for export market development. There are regulations within these grants on eligible and ineligible use of funds, and other limitations. NYWGF would work with the selected contractor to ensure an understanding of program regulations.

III. Project Budget

The New York Wine & Grape Foundation's preliminary 2022-23 budget for the Canada program, inclusive of activities and contractor fees, is **\$100,000 - \$125,000**. Contractors should provide NYWGF with a budget breakdown for their recommended Canada marketing strategy within the current budget constraints, including the appropriate activities denoted within the Scope of Services. Please note that your proposed contractor fees should fully account for all work required to execute any and all proposed activities. While the activities listed under Scope of Services expected, the contractor should feel free to propose activities related to the overall strategy recommended for New York wine.

IV. Evaluation of Proposal

There is no required format for the proposal, however proposals should be limited to **ten pages** and should include at a minimum:

- Company information including prior experience in the wine/alcoholic beverage sector or with food/hospitality or other comparable projects, experience with USDA FAS grant programs, as well as staff capabilities/backgrounds.
- Proposed scope of work including event format/timing and contractor roles/responsibilities.
- Staffing for the NYWGF account, and any expected subcontractors, including capabilities and staffing in the various markets that make up this suggested regional scope.
- Estimated budget for activities including breakdown of all associated fees and expenses.

The NYWGF will independently review and evaluate each proposal and selection will be made on the basis of the following criteria:

- Ability to meet or exceed requirements as set out in the scope of services.
- Adequacy and availability of professional level staffing.
- Credentials and related experience.
- Level of service and activity given the budget parameters provided.



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V. Authority

The selected agency will work under the direct supervision and with the prior approval of NYWGF for all program activities. All expenditures must fall within the program budget and must be pre-approved by NYWGF.

VI. Discrimination Clause

The NYWGF is an equal opportunity employer and does not discriminate on the basis of 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.

VII. Instructions for Submitting Proposals

Proposals should be submitted electronically to:

Valerie Venezia-Ross
Director of Programs and Marketing
Email: rfp@nywgf.org
Phone: 518-229-3765

Questions regarding this RFP should be directed to: rfp@nywgf.org

All proposals are due by 5:00PM EST on Friday, March 14, 2022.

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.