

# **2025 - 2027 Cultivating Success WineGB Strategy**

# Full member consultation

**160+** response to WineGB member satisfaction and strategy surveys

**150+** attendees to the seven Q1 regional roadshows – 89% highly rated the day

**30** Regional Chairs, Working Group Chairs and the Board



# 3 year plan

## Vision

Great Britain is a sustainable wine region of world renown, recognised and celebrated for the quality of its wines and visitor experiences

## Mission

To represent, lead, and support the sustainable growth of the Great British wine sector.

## Addressing these key sector challenges



Production & People



Sales & Quality



Reputation

# Objectives



## Production

Manage the challenge of long-term consistency in a cool climate while weather patterns are increasingly variable



## People

Ensure that the industry can secure and educate a workforce that tracks production



## Sales

Sales track production



## Quality

Ensure that quality continues to improve, and develop materials to support trade/consumer understanding



## Reputation

Use proactive leadership to ensure that the reputation of the sector is enhanced to protect business and advance the industry

# 2024 - a foundational year

## Knowledge

- Knowledge gap analysis
- New research, guidance and toolkits
- New working groups

## Marketing

- Record growth in the WineGB Awards and the Trade Tasting
- Record export engagement

## Reputation

- Manifesto for Growth
- Reports - Tourism and Sustainability
- Budget response

## Core team hires



Emma Rix

Sustainability & Creative Executive



Gillian Jordan

Knowledge Manager



Talya Roberson

Industry Relations Lead



Vincent McGovern

Policy Director

# Production & People

Delivered by 2028



**Accurate**

**Timely**

**Responsive**

- Gaps identified - regulations tracked – updates made. Full set of core templates and toolkits
- Better members area – essential reading – upskill and inform
- Grape Press blog – timely information sharing
- Annual webinar and in person training programme
- On way to best in class knowledge library
- Showcase a career inside the sector



# Sales & Quality

Delivered by 2028



## Evidence lead strategy

## Improved impactful delivery

- Coordinated Strategy – Sales and Marketing / Export / Tourism.
- High quality category wide messaging through brand + website refresh.
- Well supported, toolkits and insights report - more useful for members market development.
- Still and Sparkling PDO/PGIs with the Trade

# Reputation

Delivered by 2028



## Ensuring license to operate

## Collective voice for industry wins

- Secure a cellar door relief
- Taking a leadership role on issues that could cause harm – upskilling and comms
- Media and socials to support sales
- To inform and empower members with core messages that disseminate our category story and galvanise political interest
- To ensure members voice is heard in relevant consultations and the Budget



# Summary

**Clear strategy and 3-year programme**

How: Delivery = Value

- Working with members
- Working with partners and patrons
- Through the right skilled team

**Addressing these key sector challenges**



Production & People



Sales & Quality



Reputation

# Onwards