

2025

at

WINE GB



WineGB is
the trade
association
for UK wine

At the heart of our
work, we help
members to
MAKE wine
MARKET wine, &
TELL the story.

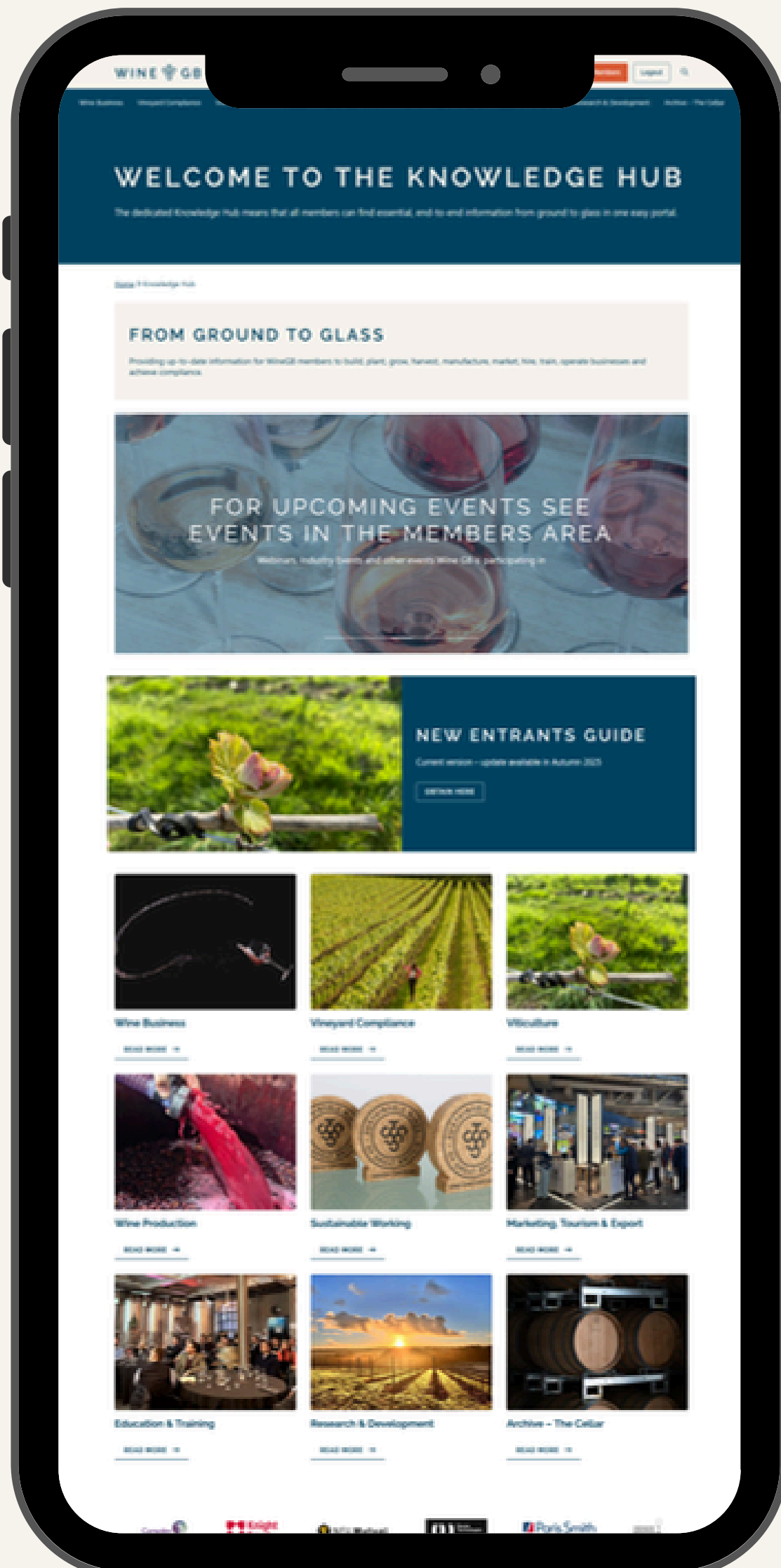


MAKE wine

EDUCATION
STANDARDS
SUPPORT

- Knowledge Hub
- The Grape Press Blog
- Green Book
- Guidance documents
- New Entrants Guide

- Packaging and Hiring Toolkits
- SWGB future proofing
- Webinar programme
- Battle of the Secateurs



Essential information & guidance

Easily
found on our
new website

Learning with **webinars**, regional **networks & seminars**

17 Webinars

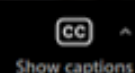
348 Attendees

The Brief

This webinar will explore the principles and practices of regenerative agriculture and a chance to understand how these methods apply specifically to wine production.

We'll examine how regenerative viticulture differs from other approaches, discuss its potential to enhance sustainability credentials, and share insights from UK vineyards already adopting regenerative techniques.

The session will also consider how regenerative practices contribute to climate resilience, carbon sequestration, and improved vineyard productivity.



Celebrating **skills** and **education**

- Careers Week
- Vintners Apprenticeship Award
- Spotighting young talent
- Pruning Competition
- Photography Competition



**Vintners Apprenticeship
Award 2025**



**Photography
Competition 2025**



Pruning Competition 2025

Toolkits, resources & benchmarking



31 days of
SUSTAINABILITY

October 2025

Support for Growers

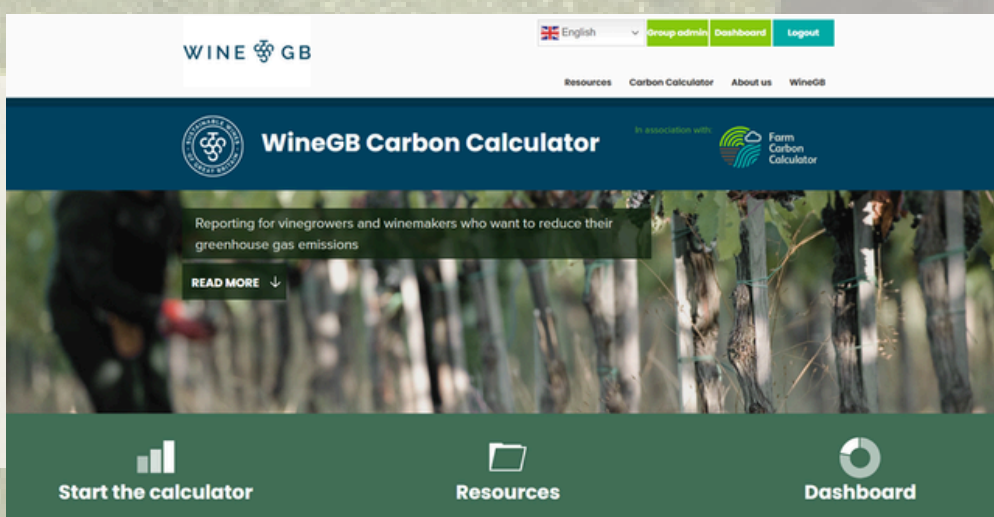


2025 research projects:
frost management and **robotic picking**

annual **green book** with protections listing and a recommended spray programme

**THE
GREEN
BOOK
2025**

WINE  GB
GREAT BRITAIN



updated **carbon calculator**

MARKET wine

TOURISM

UK

EXPORT



- Re brand
- Create New Traditions
- English Wine Week
- WineGB Awards
- Golden 50 Wine List
- Trade & Media Tasting

- Online Interactive UK Wine Map
- Tourism training
- Tourism Guide
- Vin Paris and ProWein
- Embassy tastings

WINE  GB

WINE  GB
AWARDS

WINE  GB
TRADE AND PRESS TASTING




ENGLISH
WINE WEEK
21-29 JUNE 2025

Refreshed the
brand to better
reflect our
dynamic sector



WINE  GB



WINE  GB
TRADE AND PRESS TASTING



**Biggest ever,
improved
location**



400+
wines

80+
producers

500+
guests



**Most of the major media and
off trade.** Working on building
on-trade and tourism for 2026



WINE GB



WINE GB
AWARDS 2025

Showcases
for quality
wines to shine

GOLDEN
50
2025
THE TOP UK MEDAL WINNERS



ENGLISH WINE WEEK

21-29 JUNE 2025

Encouraged consumers to
#CreateNewTraditions
with **English Wine Week**

50+

national media

500+

media mentions

↑ 400+%

social media engagement

↑ 200+

Instagram followers

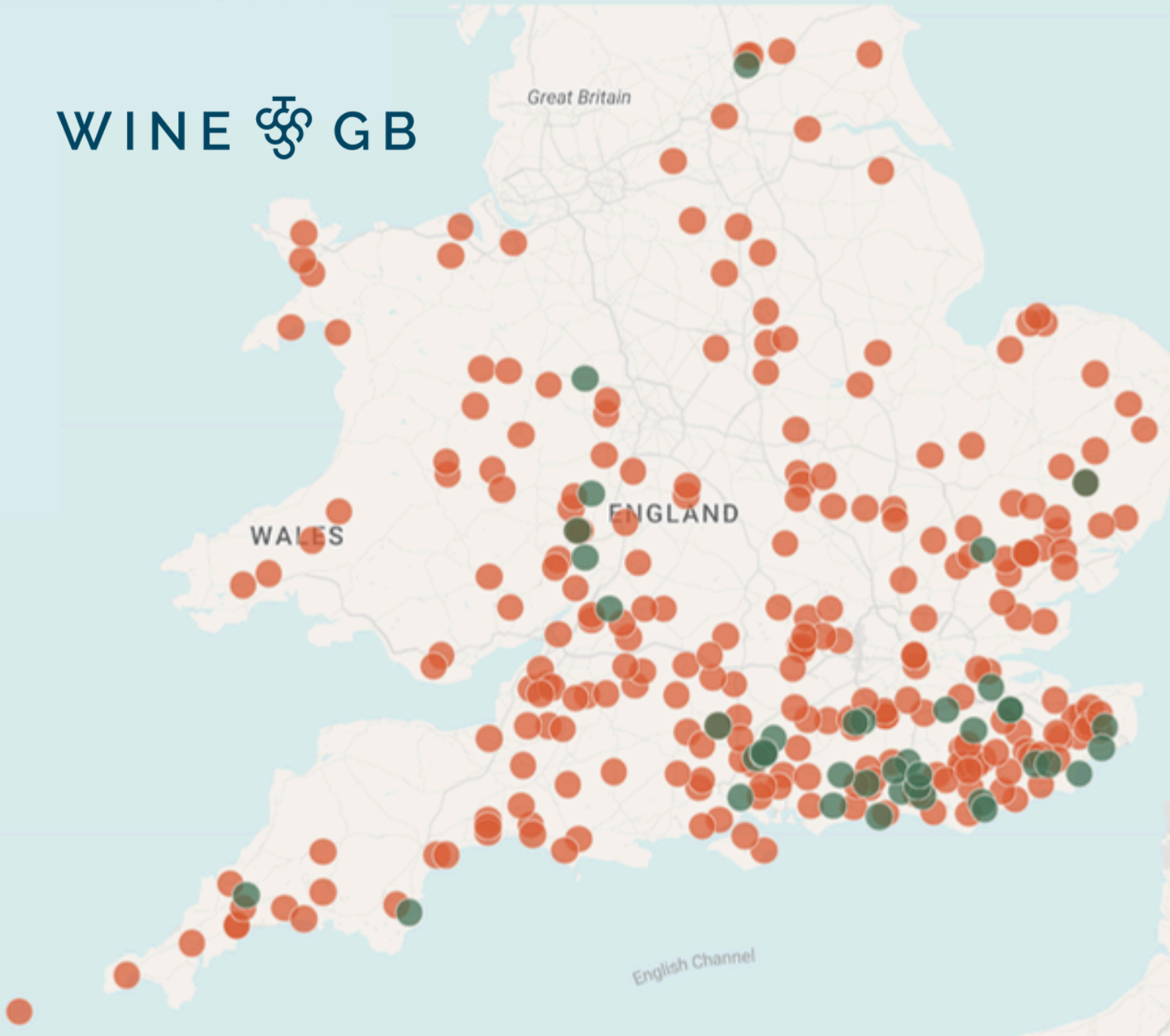
Launch of the **English Wine Ambassadors** Programme

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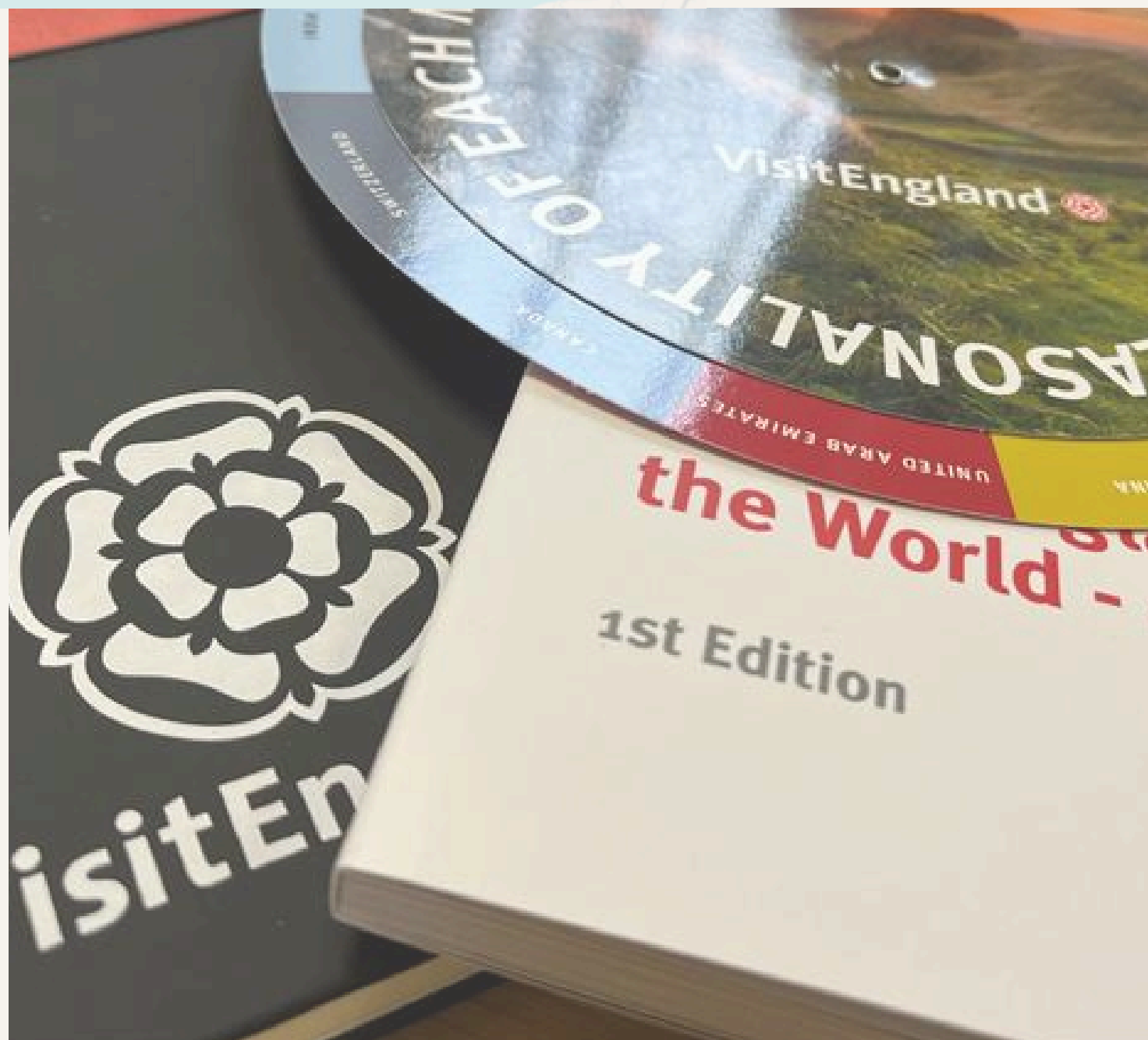
Be found

with our
**Interactive Wine
Map**



150 members trained

by VisitEngland to
attract vineyard
visitors



Taking our wines to the world with exhibitions and trade & press tastings

Exports **volumes grew 35% to 9%** of total sales

We took **over 150 English and Welsh Wines** to **Europe** representing **50+ producers** including ProWein and Wine Paris, Helsinki and Copenhagen Embassies, and UK Mission to the EU in Brussels

Showcased to the **rest of the world** including Japan, Canada, and Australia

TELL the story

MEDIA
POLITICS
DATA

- Wine Tourism Relief
- Defra and Number 10 Vineyard Tours
- Consultations including the Budget
- Pressure on Wine Reforms
- Parliamentary relationship building
- Reports

Insight, reports & surveys



WINE  GB

10

Government Lobbying



Defra Minister
Vineyard Tour

Wine
of Great Britain



54
members
of the All
Parliamentary
Party Group (APPG)
programmes

Getting English and Welsh wine noticed

3 a day

WineGB media mentions
(948)

70% ↑

media shares mentioning
WineGB, English Wine
and Welsh Wine (16,000)

227% ↑

mentions in online blogs
and articles (9,200)



A snapshot of social media success

Source: Meta Business Suite



100%↑	88+%↑	1.7k↑	13.9k
content interaction	reach	followers	total followers



4.5k+	130k+	1.2k↑	6k
interactions	impressions	followers	total followers



73%↑	101k+	4.9k
post interactions	views on our posts	followers





Championing our members



cultivating success together



These are especially challenging economic and political times. Our team is committed to supporting everyone of our members as we navigate the maturing of our sector.

While we've made significant progress, we recognise there is still much to be done. If we act together, we will emerge stronger.

Here's to a successful 2026. Onwards.

Nicola Bates, CEO



Want to see more?



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[Wines of Great Britain](https://www.facebook.com/WinesofGreatBritain)

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