

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.

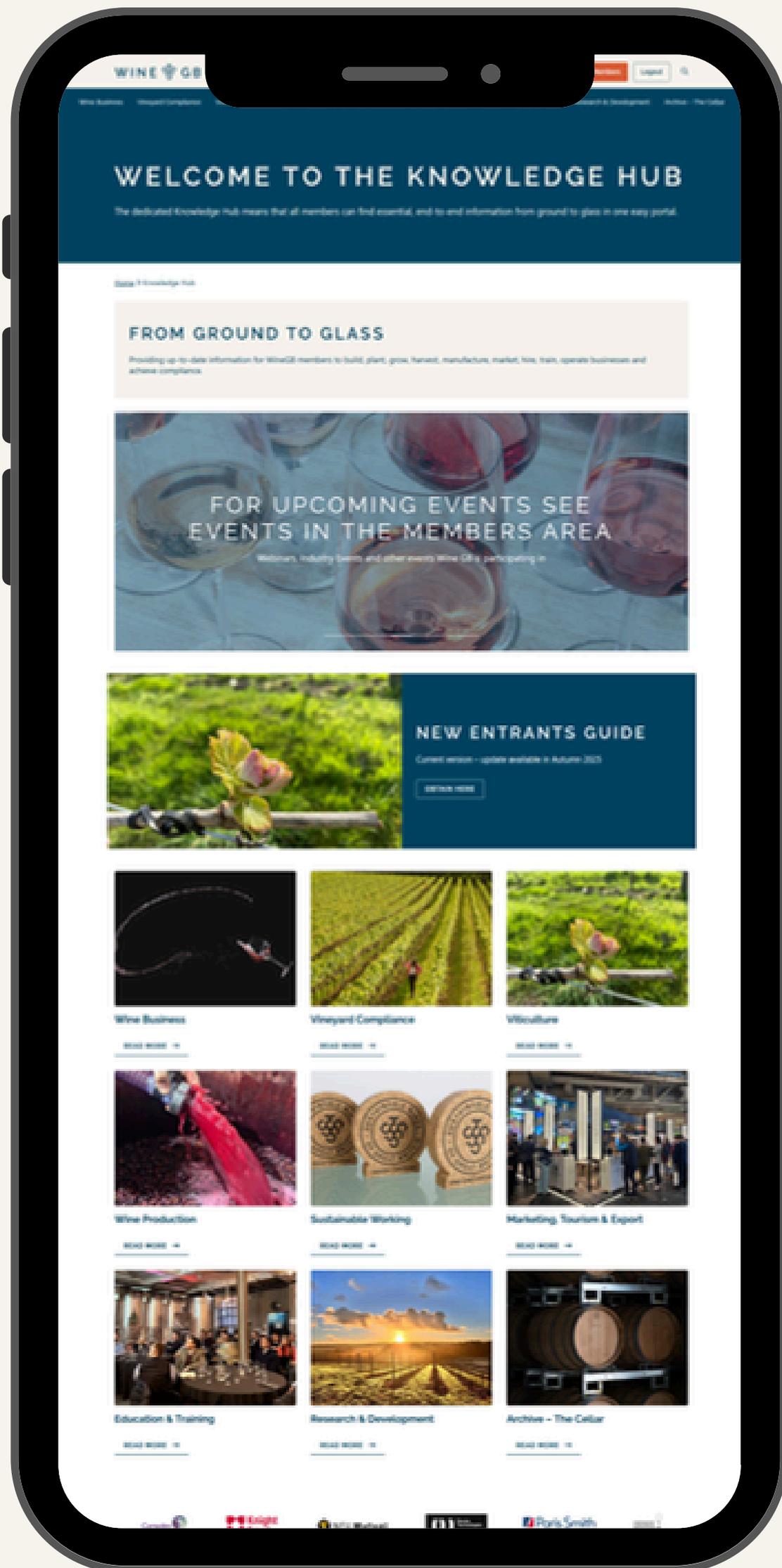


MAKE wine

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.



Audio



Video



Participants



Chat



Raise hand



Share



Q&A



Show captions



More



Leave

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

- Careers Week
- Vintners Apprenticeship Award
- Spotlighting 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



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

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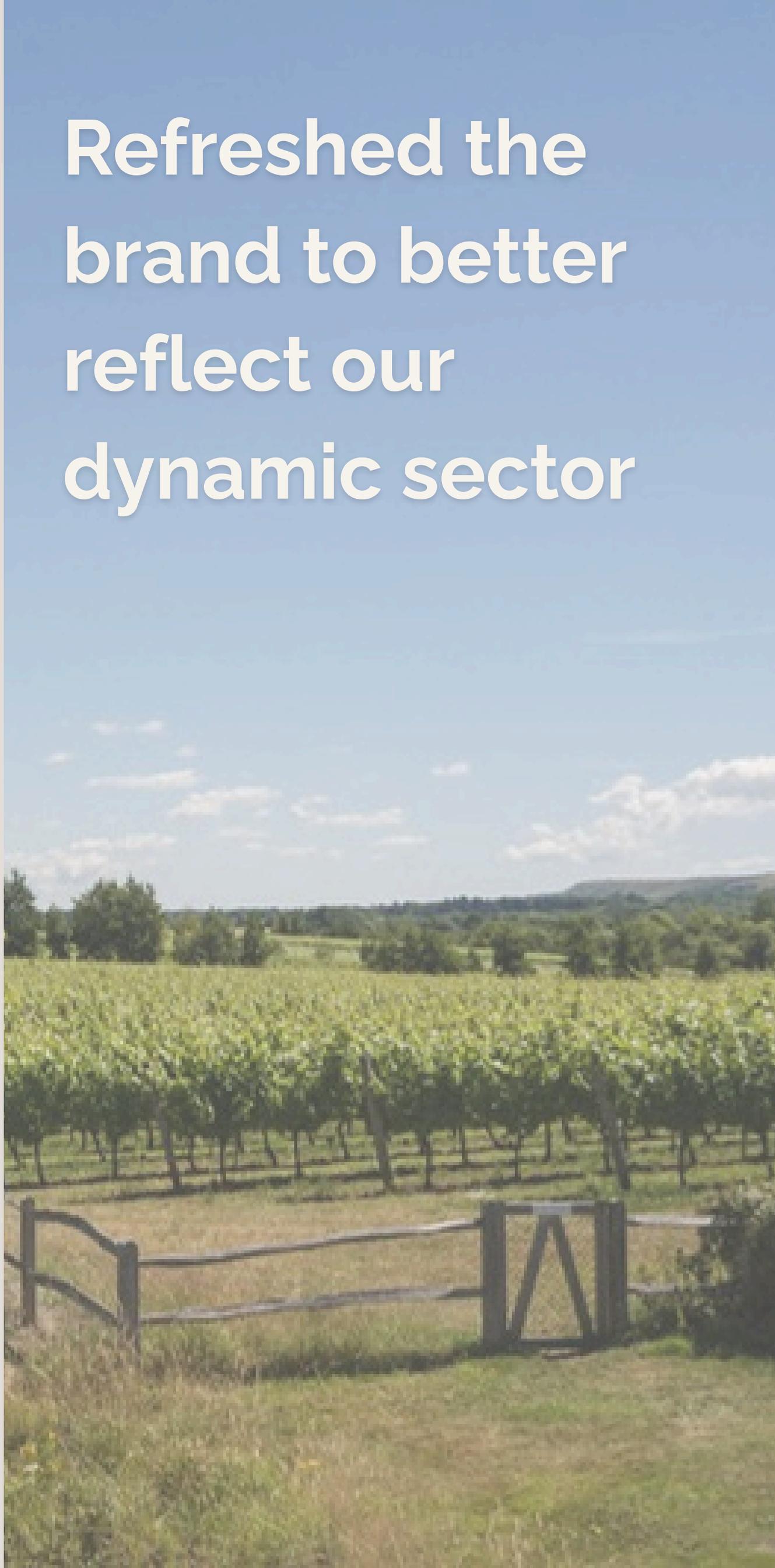
WINE  GB
AWARDS

WINE  GB
TRADE AND PRESS TASTING




ENGLISH
WINE WEEK
21-29 JUNE 2025

Refreshed the
brand to better
reflect our
dynamic sector





WINE  GB
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

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WINE  GB



NFU Mutual

RANKIN

WINE  GB



NFU Mutual

NFU Mutual

RANKIN

WINE  GB



NFU Mutual

RANKIN

WINE  GB

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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+%

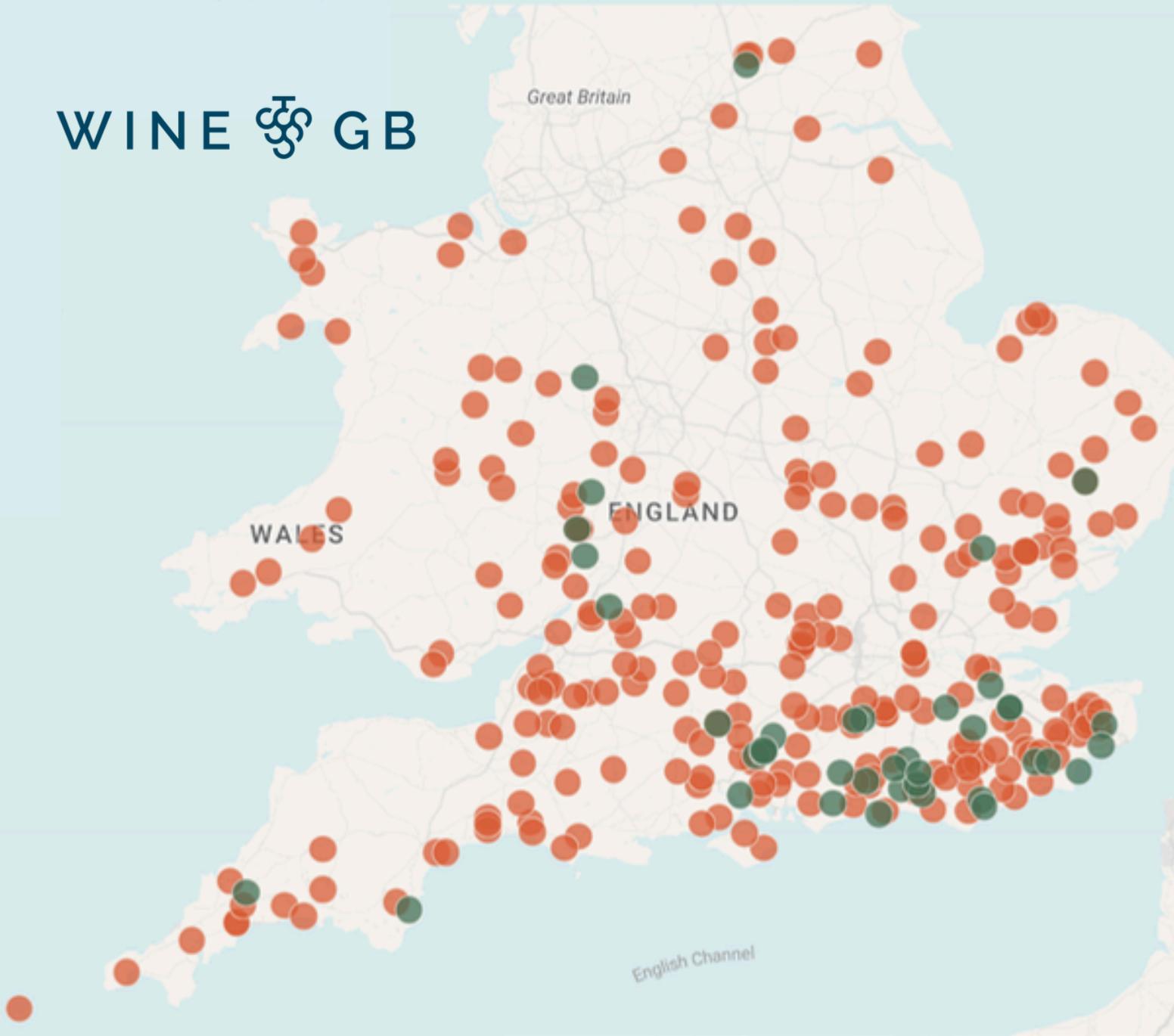
social media engagement

↑ 200+

Instagram followers

Launch of the **English Wine Ambassadors** Programme

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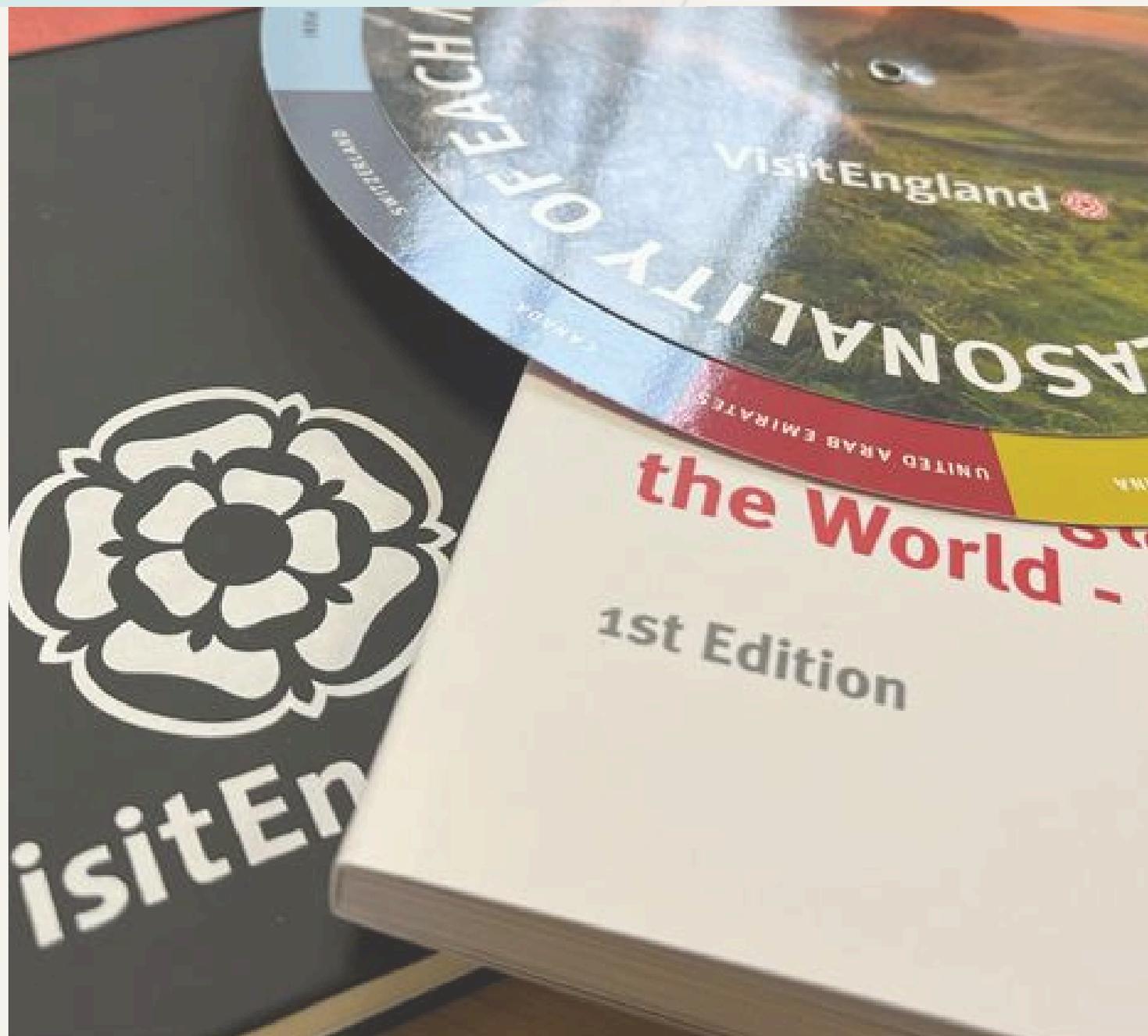


Be found

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%↑

content interaction

88+%↑

reach

1.7k↑

followers

13.9k

total followers



4.5k+

interactions

130k+

impressions

1.2k↑

followers

6k

total followers



73%↑

post interactions

101k+

views on our posts

4.9k

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



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