## **IOWA'S DISTILLERIES**



## **OVERVIEW**

Marketing is pivotal to the growth of lowa's wineries, breweries and distilleries. The lowa Economic Development Authority (IEDA), in consultation with the lowa Wine and Beer Promotion Board, identifies and administers marketing strategies to promote lowa's wine and beer industries. These efforts are funded by taxes that the lowa Alcoholic Beverages Division levies and collects on the wholesale sale of native wine and beer products.

## RECOMMENDATION

IEDA supports adding "spirit" to the wine and beer promotion board. IEDA would receive up to 1% (maximum of \$250,000) of the gross sales of native-distilled spirits, which could be used to incorporate native distillers into the Wine and Beer Promotion Board programs.



## IEDA'S CURRENT ACTIVITIES

Marketing Iowa's Wineries and Breweries

- Content creation and website promotion (iowawineandbeer.com)
- Digital passports and prizes
- Digital advertising
- Social advertising
- · Research
- Economic Impact Studies
- Support a consumer facing event and an industry educational event for each industry



173° Craft Distillery LLC — Bettendorf
Cedar Ridge Vineyard LLC — Swisher
Century Farms Distillery — Spencer
Dehner Distillery — Clive
Foundry Distilling Company — West Des Moines
Green Frog Distillery — Keokuk
Iowa Distilling Company — Cumming
Jon Ernest Distillery, Inc. — Oxford

IOWA DISTILLERIES

Knee-High Distilling Co. LLC - Muscatine

Legendary Rye - Carroll

Lonely Oak Distillery, LLC - Earling

Mississippi River Distilling Company — Davenport Mississippi River Distilling Company — Le Claire

Modern Matriarch — Council Bluffs

O So Good Winery & Distillery - Dyersville

Revelton Distilling Company - Osceola

River Valley Orchards & Winery - Humboldt

Rock River Distillation Company — Rock Rapids

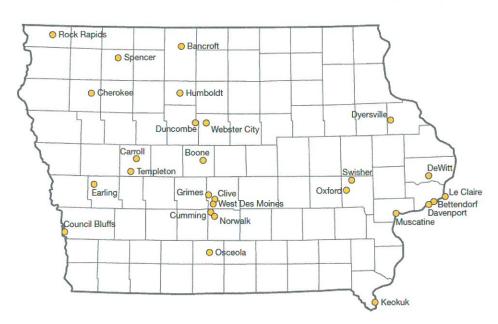
S & B Farms Distillery — Bancroft Templeton Distilling, LLC — Templeton

TYCOGA Winery & Distillery, LLC - DeWitt

Wildcat Distilling - Duncombe

Wildcat Distilling - Webster City

Wych Dr Distilling Company, LLC — Cherokee



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