

OVERVIEW

Marketing is pivotal to the growth of Iowa's wineries, breweries and distilleries. The Iowa Economic Development Authority (IEDA), in consultation with the Iowa Wine and Beer Promotion Board, identifies and administers marketing strategies to promote Iowa's wine and beer industries. These efforts are funded by taxes that the Iowa 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.



IOWA WINE AND BEER PROMOTION 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



IOWA DISTILLERIES

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
 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

