

# NGWB GRANT FINAL REPORT

Contract #: 18-13-115

## CONTACT INFORMATION

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## ISSUE OF INTEREST

To provide training for all Nebraska wineries in the diversification of winery programs beyond the tasting room.

## APPROACH TO PROBLEM

A two-day workshop was held at Mac's Creek Winery. Nationally renowned wine consultant, Elizabeth Slater of In Short Marketing, Windsor, CA was contracted and conducted the workshop. Day 1 focused on Tasting Room Profitability and Day 2 focused on development of Wine Clubs. All wineries in Nebraska were invited to participate via the NWGGA Wine Council membership. The grant covered all costs for the participants including lunch (2 days) and all materials.

## GOALS/ACHIEVEMENT OF GOALS

Desired outcomes included: Participants will gain knowledge in:

- 1) Wine Club development
- 2) Developing long distance customer relations
- 3) Enhancing Nebraska wine image

Elizabeth Slater (consultant) was directed to focus on these objectives and did so throughout the two-day workshop. All objectives were achieved.

## RESULTS, CONCLUSIONS, LESSONS LEARNED

Twenty people attended the workshop representing eight different wineries across the state (spanning from western to northeastern to central to southern, to eastern Nebraska and representing two wine trails). Ms Slater presented information as to how to develop long distance customer relations beyond the tasting room via the development of wine clubs. Positive benefits of wine club development were addressed including benefits to individual wineries but also benefits to the state industry as a whole. Additionally, challenges were addressed including the challenge of managing such a wine club once implemented. Wineries were informed of the many aspects involved in creating a wine club uniquely for

each winery. Attendees were supported as each evaluated the different components to determine what would be most feasible for their winery operation. The workshop ended with presentation/preliminary discussion of the feasibility of Nebraska creating a wine competition for the purpose of evaluating quality of wines as a component of a comprehensive Wine Quality Assurance program.

### PROGRESS ACHIEVED ACCORDING TO OUTCOME MEASURES

It was unequivocal group consensus that the workshop was very helpful, well received, and that the consultant did an outstanding job of addressing the needs of the NE wine industry as well as the individual wineries. Most wineries left the experience with a preliminary plan of wine club development and eventual implementation. This initiative is of great value to the industry as a whole in that given the nature of our rural (sometimes remote) location of wineries, we must reach out beyond just tasting room visitations. It is projected that in the long-term this initiative could result in a 15% – 20% increase in wine sales across participating wineries.

### FINANCIAL REPORT

Actual Expenses:	
Consultant/Workshop Presenter	
Consulting Fee	\$2000
Expenses	1100
Participant Expenses	
20 participants @ \$30	600
TOTAL	\$3700