



Southeast Nebraska Winery Trail Association

1610 South 70th, Suite 101

Lincoln, NE 68506

Tel: 402-488-3999

Casey Foster

Ag Promotion Coordinator - Value Added

Nebraska Department of Agriculture

P.O. Box 94947

Lincoln, NE 68509

Dear Mr. Foster:

The following report on Contract Number #18-13-117 is submitted for your review.

Contact Information:

Jim Partington

President, Southeast Nebraska Winery Trail Association

1610 South 70th, Suite 101

Lincoln, NE 68506

402-770-8861

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Issue of Interest:

The Southeast Nebraska Winery Trail Association was organized to promote, by united action of all member farm wineries in the southeast region of the State of Nebraska, the general welfare of the south east region farm wineries as well as the general welfare of the Nebraska wine industry as a whole, and to foster educational programs designed to inform the general public about this growing Nebraska industry. The promotional materials provided by this grant were used to provide incentives for patrons of member wineries to visit SENE member wineries and gain an understanding of our industry and the excellent quality of the wines produced in Nebraska.

Approach to the problem:

A wine and food pairing event was held that encouraged patrons to visit each member winery over the course of a weekend providing an opportunity to sample a variety of quality wines. They were also provided with a wine tote bag which, when presented to any member winery, entitles the customer to discounts on bottled wine with a minimum purchase when they visit member wineries in the future.

Goals/Achievement of Goals

The goal of this promotions campaign was to encourage the people in the Southeast Region and elsewhere in Nebraska to visit farm wineries and experience the diversity of our industry and enjoy the excellent wines and warm hospitality we offer. The event was well attended with favorable reviews and we are experiencing repeat customer visits as a result so we consider the event a success.

Financial Report

Provide a description of what the funds were used to pay for.

- Printing tickets for Wine Trail Food/Wine pairing event: \$77.05
- Wine glasses with SENTWA Logos, (2016) \$3094.50
- Wine Tote Bags with SENTWA Logos (1000) \$1828.45


Jim Partington

President

Southeast Nebraska Wine Trail Association