

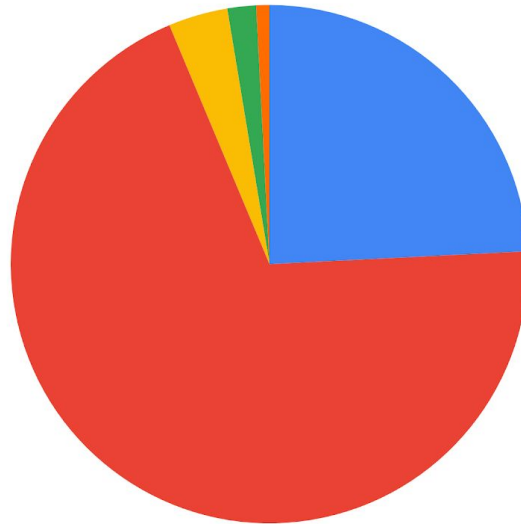


Covid-19 Impact: Winery Survey II

WineAmerica, the national association of American wineries, conducted an online survey of wineries to help assess the economic impact of the Covid-19 crisis with a focus on a one-month period from March 15 - April 15, 2020. Responses were received from 727 wineries in 45 states. Given the great variation in the sizes of wineries, from very small to very large, both the Average and Median responses are reported, with the latter representing the midpoint among responses. This information will be presented to members of Congress and the Administration as WineAmerica advocates for policies to mitigate the impact of the crisis on the American wine industry. We thank those wineries which responded. Any questions about the survey should be directed to WineAmerica President Jim Trezise (jimtrezise@wineamerica.org).

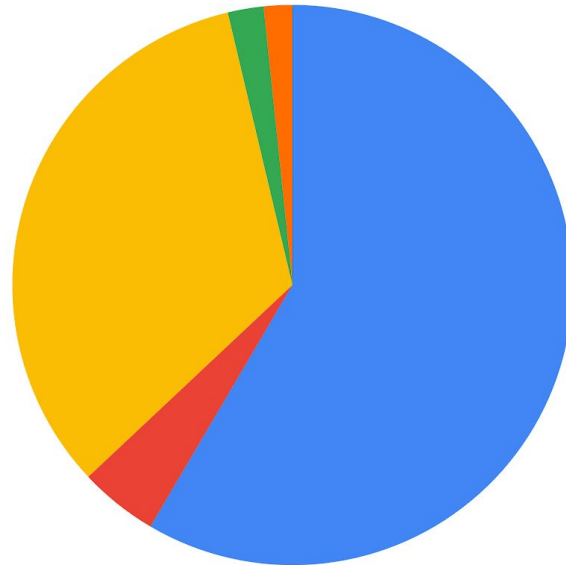
Winery Information

1. Average Production (cases)



- 5,000-25,000
- Under 5,000
- 25,000-50,000
- Over 100,000
- 50,000-100,000

2. Average annual wine sales



- Under \$500,000
- \$2,500,000 – \$5,000,000
- \$500,000 – \$2,500,000
- \$5,000,000 – \$10,000,000
- Over \$10,000,000

3. Number of Employees (FTE, including Seasonal)

Average	Median	Minimum	Maximum
11.76	6	0	350

4. Number of Tasting Rooms (Incl. Winery and Satellite)

Average	Median	Minimum	Maximum
1.43	1	0	26

5. Normal Number of annual visitors (all locations)

Average	Median	Minimum	Maximum
17,644	5,500	0	650,000

Coronavirus Impact

6. A. Based on prior years, or 2020 projections prior to the virus crisis, how many visitors did you EXPECT to see in this one-month period?

Average	Median	Minimum	Maximum
1,482	500	0	50,000

6. B. How many visitors did you ACTUALLY see during this period?

Average	Median	Minimum	Maximum
124	15	0	8,000

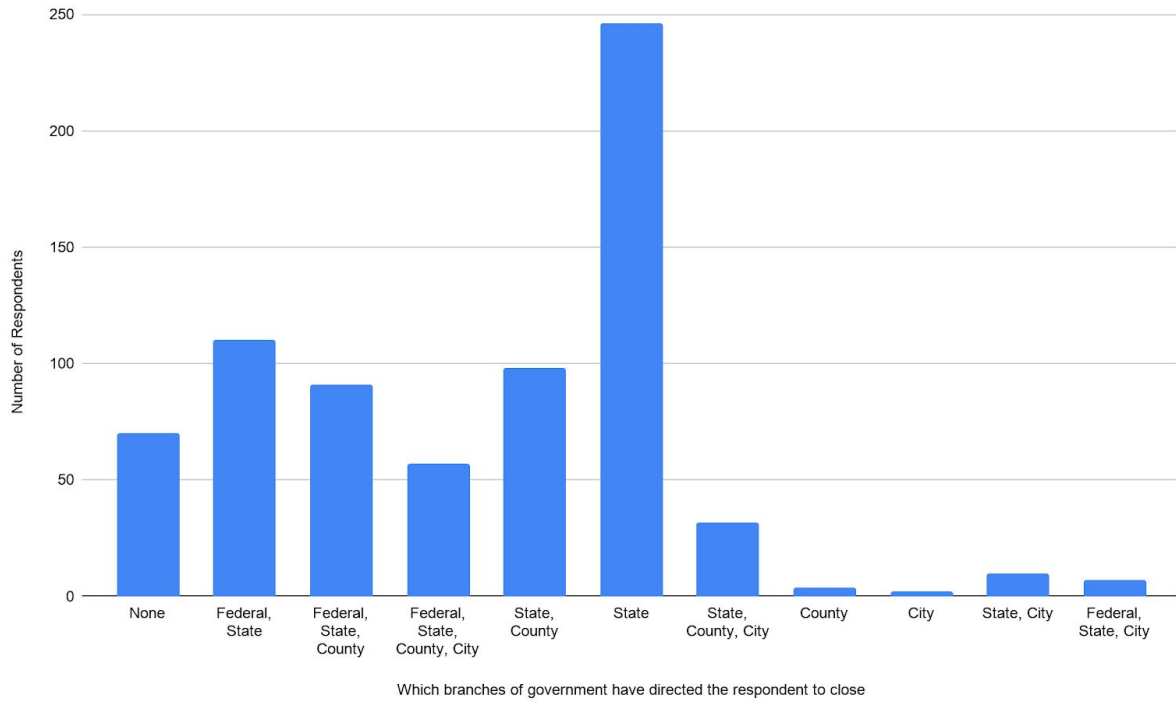
6. C. Calculated percentage change in visitors

Average	Median	Minimum	Maximum
-90.5%	-96.5%	-100%	+33%

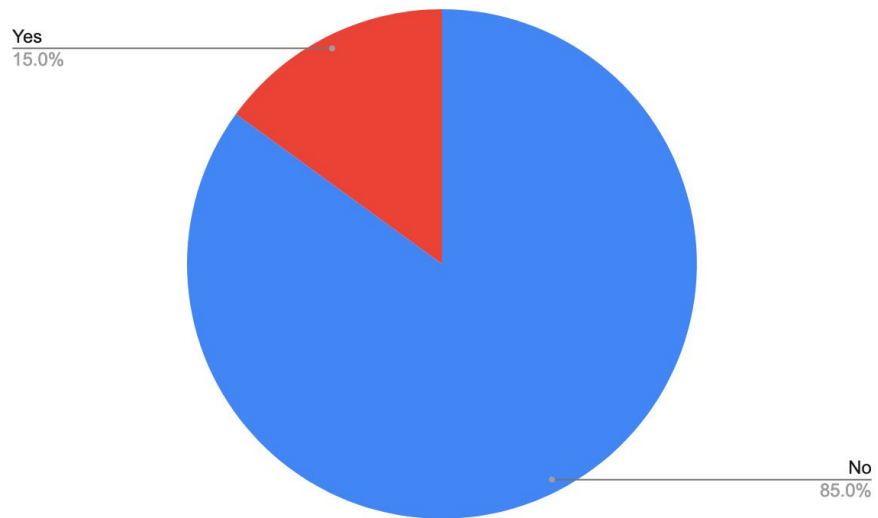
7. Have you cancelled winery-specific or wine trail events during this period, and if so how many?

Average	Median	Minimum	Maximum
5.5	4	0	68

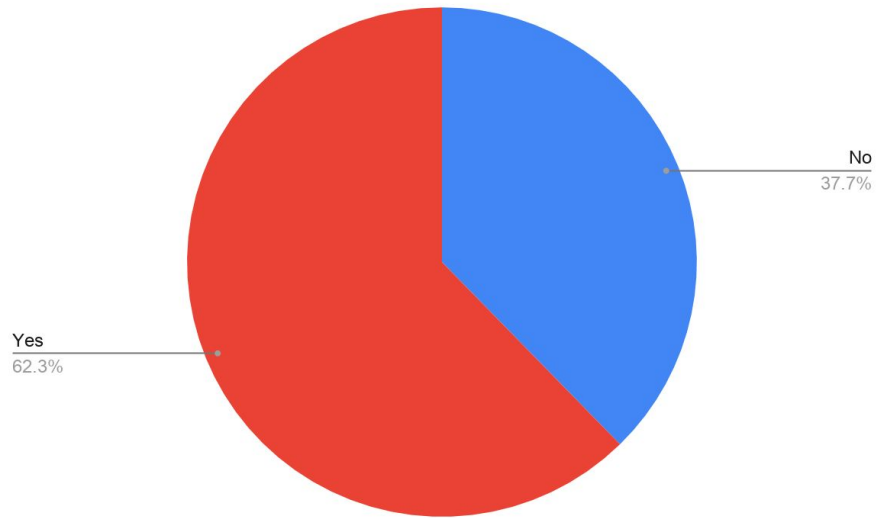
8. Have one or more levels of government recommended or required that you reduce or cease operations for a period of time? NB: 72 respondents (9.9%) were not ordered to close by any level of government.



9. Has your production stopped?



10. Has your production slowed?



11. During this period, how many employees (FTE) did you need to lay off, temporarily or permanently, because of the Coronavirus?

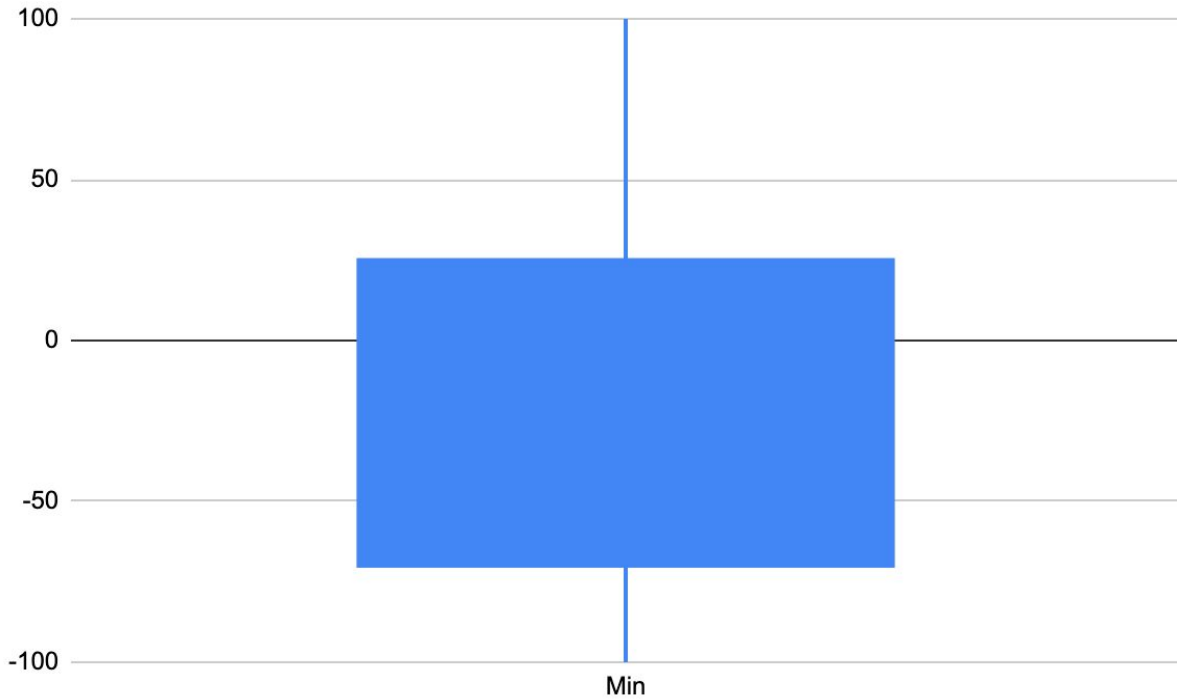
Average	Median	Minimum	Maximum
5.28	2	0	250

12. During this period, what percentage of sales have you lost in your tasting rooms?

Average	Median	Minimum	Maximum
74.5%	90%	0%	100%

13. During this period, by what percentage did Direct-to-Consumer (DtC) sales increase or decrease?

Average	Median	Minimum	Maximum
7.9%	0%	-100%	+1667%



Box-and-whisker plot for question 13. The edges of the box represent the first quartile (-70%) and the third quartile (25%).

14. What percentage of wholesale sales (destined for off- and on-premise accounts) did you gain or lose compared with projections or the same period in the prior year?

Average	Median	Minimum	Maximum
-29.9%	-10%	-100%	+1667%

15. Did you utilize any of the following marketing strategies to try and make up for losses?

Wine Club Specials	Reduced shipping costs	Special DTC Promotions	Curbside Winery Pickup	Home Delivery by Winery Personnel	Virtual Wine Tastings	None Of the above
53%	63%	60%	84%	54%	28%	5%

16. During this period, how much in unanticipated expenses have you incurred for things like hand sanitizers, cleaning services, and other products or services that are not part of normal operations?

Average	Median	Minimum	Maximum
\$910	\$150	\$0	\$100,000

17. Combining your lost sales and unanticipated expenses during this period, what has been your total financial loss?

Average	Median	Minimum	Maximum
\$51,201	\$20,000	\$0	\$2,000,000

18. If the current situation continues through the end of May, how much do you anticipate for that month alone in terms of lost sales?

Average	Median	Minimum	Maximum
\$63,098	\$25,000	\$0	\$2,500,000

19. If the current situation continues through the end of May, how much do you anticipate for that month alone in terms of greater expenses?

Average	Median	Minimum	Maximum
\$5,902	\$300	\$0	\$750,000

20. If the current situation continues through the end of May, what would you expect the total financial impact to be?

Average	Median	Minimum	Maximum
\$134,626	\$40,250	\$0	\$10,000,000

21. If the current situation continues through the end of May, how many weeks do you feel it would take you to return to normal business in terms of employees, visitors, sales, and other factors?

Average	Median	Minimum	Maximum
17.9	12	0	120

22. Do you intend for your 2020 purchases of grapes to remain the same, increase, or decrease, and by what percentages?

Average	Median	Minimum	Maximum
-22%	-5%	-100%	100%

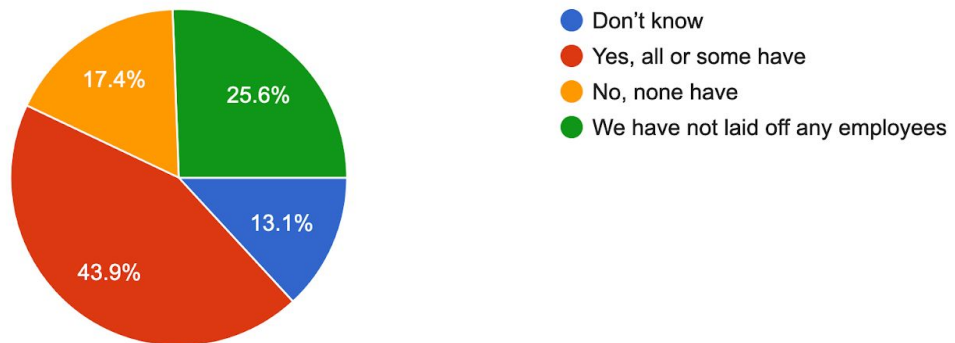
23. Do you intend for your 2020 purchases of bulk wine to remain the same, increase, or decrease, and by what percentages?

Average	Median	Minimum	Maximum
-9.2%	0%	-100%	100%

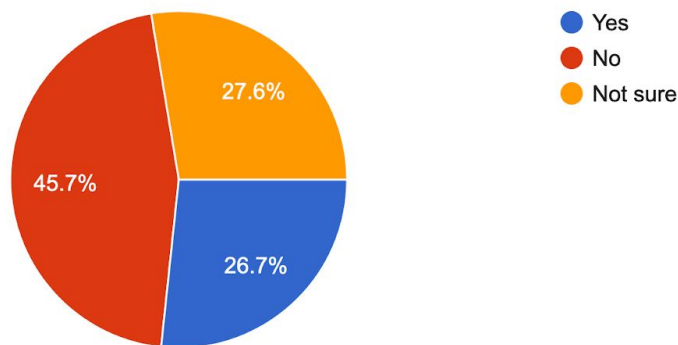
24. The \$2.2 trillion CARES Act contains several programs to help employees and small businesses, including wineries, through various grant and loan programs (the WineAmerica website has more detailed information about them). Have you applied for any of the following?

PPP	Economic Injury Disaster loan	USDA Disaster loans	None
69.4%	51.7%	4.9%	14%

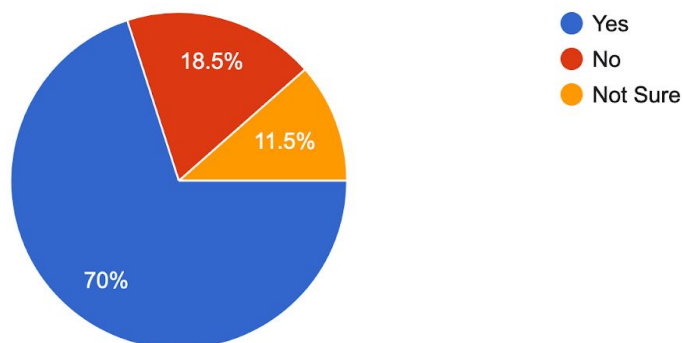
25. If you have laid off any employees, do you know if they have filed for Unemployment Insurance?



26. Do you feel that, so far, the federal government has been helpful in terms of mitigating the economic impact of this crisis?



27. Do you feel that, so far, your state government has been supportive of your industry through measures such as defining the wine industry as “essential”, allowing new or relaxed marketing and distribution services such as curbside pick-up, home delivery, etc.?



Thanks to all respondents. Contact jimtrezise@wineamerica.org with any questions.