



# Winery Membership 2025



## Our Mission

**To promote Mendocino County's high-quality grapes, wines & community.**

Mendocino Winegrowers, Inc. (MWI) is a non-profit organization founded in 2012 and is the only county-wide organization to represent winegrowers and vintners. MWI is committed to providing a positive impact on the wine industry here in Mendocino County.

Whether as an on-going member or new, your membership bolsters our efforts promoting the high-quality grapes, wines, and wine growing community of Mendocino County. **Your MWI membership ensures that we can continue our efforts on your behalf.**

## Supported Activities

Membership dues provide MWI with funding to accomplish the following activities:

- We work to continually grow the demand for Mendocino grapes and wine
- Provide free educational opportunities to help wineries increase quality and profitability
- Support the Mendocino wine community with vital and timely resources via our member and consumer E-Newsletters
- Advocate for our vintners on a regional and national level
- Invite trade and media to our county to market, communicate and promote the amazing diversity and qualities of our many growing regions
- Provide educational and legislative outreach activities in support of the Mendocino County wine industry

**MENDOCINO COUNTY**  
2024 AMERICAN WINE REGION *of the* YEAR  
WINNER



## Winery Membership Benefits

- 1 **A dedicated webpage** for your winery or tasting room on **mendowine.com**, providing direct visibility to visitors.
- 2 **MWI has successfully elevated the #mendowine brand awareness by an impressive 48.8%**. This significant increase expands our online presence and enhances visibility among our target audience, contributing to business growth and market influence.
- 3 **Invitation to participate in MWI marketing events** like Taste Mendocino and the Mendocino County Fair Wine Competition, along with exciting new opportunities in 2025 as we build on our recognition as Wine Enthusiast's 2024 American Wine Region of the Year.
- 4 Featured on our 2025 Mendocino County Wine Map, with 20,000 copies distributed throughout the county and beyond, to promote local wineries and our AVAs (**deadline to be included on map is 2.1.25**).
- 5 Access to MWI's established connections with premier publications, including Wine Enthusiast and Wine Spectator, Decanter and more amplifying your brand's reach.



**OUR MISSION**

To promote Mendocino County's high-quality grapes, wines & community.

Winery

# Membership 2025

## I wish to join MWI as a Winery Member!

New membership       Renew a current membership

Bonded wineries within Mendocino County OR wineries that produce and sell wine with an appellation of Mendocino, or any Mendocino sub-appellation are considered "Winery Members" according to the MWI bylaws.

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Our tasting room is:     Open to the public     Reservation required     Closed to the public

Tasting Room Address: \_\_\_\_\_

Tasting Room City/State/Zip: \_\_\_\_\_

Tasting Room Phone: \_\_\_\_\_

Tasting Room Hours: \_\_\_\_\_

### DUE CALCULATION

Dues are based on the total cases sold in 2024. A case is defined as 2.39 gallons of wine bottled with Mendocino or a Mendocino sub-appellation on the label.

<b>1. Base Fee:</b> If you sold fewer than 500 cases, enter \$200. Otherwise, enter \$500	\$
_____	
<b>2. Wine Cases Sold:</b> _____ x \$0.15/case =	\$
_____	
<b>3. Subtotal:</b> (add lines 1+2)	<b>SUBTOTAL</b> \$
_____	
<b>4. Total Dues:</b> Enter amount on line 3, or \$15,000, whichever is less.	<b>TOTAL</b> \$
_____	

### Two Ways to Join & Submit Membership Dues:

- (1) By Credit Card:** visit mendowine.com / about / join and fill out the Winery form with CC info, and click Submit.
- (2) By Check:** fill out and print this form, make check payable to MWI and mail both to MWI at the address below.

Join Today!

MWI is a 501(c)(6) nonprofit, Tax ID #46-0690621