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# NY Wine Industry Association

## Member Newsletter

**December 2012**

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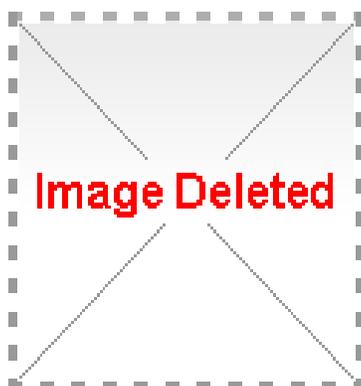
**Secretary Tina Hazlitt**

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**Reminder:**

***All wineries are now required to register with the Food and Drug Administration.***

***Visit NYWIA at Viticulture 2013:***



## **Governor Cuomo Hosts Wine, Beer & Spirits Summit**

**State shows signs of "moving in the right direction"**



**By Scott Osborn, President NYWIA**

I had the honor of participating in the Wine, Beer & Spirits Summit that Governor Andrew Cuomo hosted on October 24. It was well attended by every aspect of the liquor industry including New York's wineries and breweries. I expected Governor Cuomo to make an appearance, say a few words and leave for more "pressing" business. To my surprise, Governor Cuomo stayed, along with Lieutenant Governor Duffy at his side, intently listening to every word spoken by industry representatives. Larry Schwartz, Secretary to the Governor, efficiently ran the meeting. I was impressed. Over-regulation and too many restrictions were at the top of the list with lack of marketing support from the state not far behind.

We broke for lunch and, frankly, I was expecting the afternoon session to mirror the morning's, but our Governor returned offering solutions to the problems put on the table at the morning meeting. His straight-forward approach was both refreshing and impressive. It was gratifying to see someone take charge and address issues that NYWIA has been working on for several years. What the governor's actions conveyed is that he gets it -- he understands the importance of our industry to New York's economy.

While being invited to the Executive Mansion for a private tasting was a treat, the changes that the Governor plans to implement were the real delight. Here's what's on the table:

- **Additional funding for the New York Wine & Grape Foundation of \$1 million, possibly more**
- **Allowing both breweries & distilleries to operate within the same building, providing that they have separate licenses**
- **Eliminating the need for both farm wineries & breweries to apply for a permit from the Dept. of Ag. & Markets because they already must obtain a permit from the State Liquor Authority**
- **Reducing the permitting fee to hold a tasting**
- **More aggressively marketing our state's wine & spirits**

overseas

**By the numbers:**

**Number of winery licenses in New York State:**

**328**

**Number of licenses pending:**

**9**

**Number of new wineries in 2012 (not including pending):**

**17**

**Number of counties in New York State:**

**62**

**Number of counties with wineries:**

**55**



Above (l-r): Pete Ellis - Tom O'Mara's chief of staff, Scott Osborn - Fox Run Vineyards, Suzy Hayes - Miles Wine Cellars, Dean Norton - NY Farm Bureau President, John Martini - Anthony Road Winery, and Mark Wagner - Lamoreaux Landing Wine Cellars celebrate the good news and share their wines at the Governor's Mansion..

Additionally, Cuomo will designate one person at the Empire State Development Corporation to be responsible for answering all questions regarding liquor laws, licensing permits and "what's legal." While this person may not have the answers, they will be charged with getting them and communicating the information to the questioner. The icing on the wine is that if you follow their advice, you will be held harmless if what they told you turns out to be inaccurate (my advice here -- document, document, document).

This is a wonderful start to help our industry grow. It is a pleasure to see our Governor working to help our industry expand and generate more income for our families, our communities and our state. Stay tuned!

***Happy Holidays***

***The board of NYWIA wish all of you a healthy, happy and profitable holiday season.***

NYWIA Member Profile

**Waterloo Container --  
Par excellence in customer service  
by Susan Hayes & Carol Doolittle**

Comments or questions?

Contact:

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### **A Bit of History**

**Norm and Bill Lutz started out in Geneva, N.Y., in 1980 with six employees. The business continued to grow, and today Bill and Annette Lutz, who run the business, employ 34 New Yorkers on a full-time basis as well as part-time and seasonal employees. They serve 1,870 wineries throughout the U.S. and Canada, as well as supplying glass bottles to the bottled water, olive oil and salad dressing industries and to home brewers. Says Annette Lutz, "In New York State alone, we supply more than 600 retail outlets including wineries and restaurants."**

### **Primo Customer Service**

**Their focus is on prompt, reliable service. Sourcing U.S.-made glass and a proactive approach gives them the ability to quickly respond to customer needs. In fact, their customer-oriented approach is multi-faceted. As an example, when Bill Lutz heard that some of his customers lacked forklifts to handle their palletized Waterloo orders, he bought a trailer with a moffet (forklift) attached to accommodate those wineries.**

**They also have a Stelvin cap machine and a crown capper that they occasionally lend out to help a customer. Says customer Jim Doolittle, owner of Frotenac Point Vineyard-Estate Winery, "Waterloo has been so good to work with that when other container companies ask for our business, we say 'no thank you, we work with Waterloo' -- end of discussion!**



Above: Jim Doolittle of Frontenac Point and Bill Lutz in front of bottle display at Waterloo Container.

### **Ongoing Innovation**

Bill Lutz shared some exciting news about the ECO bottle, a new U.S.-made product. Says Bill, "The ECO bottle has a decreased carbon footprint because it takes less energy to produce. It weighs less, so it reduces costs all around. Current computer technology gives manufacturers the ability to produce a bottle that is AS substantial as the heavier bottles that have been in production for 20 years. That same technology allows them to design and produce a straighter bottle that eliminates the need for unnecessary weight without sacrificing quality."

### **Pennies, but not from Heaven!**

Did you know that you can save a few pennies per case on glass imported from Asia? Waterloo, proud of its American heritage and U.S.-sourced products, has on occasion been known to help wineries that have purchased Asian glass only to discover it packed in straw and full of contaminants. They shared a story of a California winery that ground up their Asian glass to recycle it and then discovered that landfills could not accept it because it was full of lead and arsenic. Lesson learned -- buy American!

Waterloo believes in recycled glass and works with a Pennsylvania plant that uses 75% recycled glass.

### **Always on the Lookout for New Ideas**

Bill is accustomed to business travel and on a trip to Chicago he noticed a new market enterprise, Cooper's Hawk. Cooper's Hawk is an upscale restaurant/winery that combines a working winery and tasting room with specialty food and gift items. It plans to expand into other states. It's bringing wine to urban markets in a unique way. Bill sees the need for a more open wine market that would allow this in New York, one of our country's most populated states.

### **Supporting NYWIA**

Bill and Annette Lutz are charter members of NYWIA. Bill added, "NYWIA is the whole industry. We are a tag team looking for new markets to grow all our businesses so we can employ more people, and, yes, pay more taxes because we are successful in business. NYWIA is bringing awareness to consumers of New York wines and letting them know that New Yorkers should care about New York wineries because our wineries support the consumer." Bill emphasized, "We need to reach new markets."

Waterloo Container will have a unique exhibit at Viticulture 2013. Stop by and meet this second generation, successful, farm-allied business.

## **The "what" state fair??**

### **New York State Fair's "Empire Room" favors California Wines**

By Carol Doolittle

NYWIA took action after learning that the caterer who operated the Empire Room restaurant at the 2012 NY State Fair served only one New York wine while offering several from California. As noted in our last newsletter, we believe New York produced wines worthy of being the only wines served at New York State government functions. "To learn that the State Fair, an event designed to promote New York agriculture, allowed this to happen was very disappointing," said NYWIA President Scott Osborn.

While legislators, state agencies and other statewide organizations are willing to serve New York wines, it is often because they are donated by our generous wineries. While this is good PR on the part of the wineries, we believe that government and other organizations can purchase our wines, just as they purchase out-of-state wines.

### **NYWIA Takes Action**

After mobilizing other statewide organizations including the Associated NY State Food Processors, the Business Council, NY Farm Bureau and the NY State Wine Grape Growers Association, NYWIA sent a letter to Governor Cuomo requesting his assistance.

NYWIA then issued a statewide press release that was picked up by media including the *NY Post*, *Newsday*, the *Finger Lakes Times*, other Central New York and trade media and *YNN TV News*.

*According to YNN reporter Tamara Lindstrom, "It's become a \$3 billion industry in New York State, but wine makers say when it comes to endorsements, the state is falling short."*

*In the YNN interview, NYWIA member Carol Doolittle said: "It's not just about helping our wine makers. With wineries in almost every county in New York State, promoting the product benefits the entire state economy, it's good for taxpayers. It's even good for people who don't drink wine because wineries pay not only sales tax to the state, but also excise tax and that provides money to provide all New Yorkers essential services."*

*The New York Wine Industry Association has asked Governor Cuomo to step in and ensure that New York wine is highlighted not only at the State Fair, but at other government-sponsored venues as well.*

*"We need more consumers to be aware of New York wines. So rather than simply telling them our wines are award winners, if consumers taste our wines at a legislator's or governor's reception or a meeting held by a state agency, they may later buy those wines for themselves, giving New York wines a shot at winning the taste of new customers." Doolittle added.*

## Join NYWIA

Dues are only \$50. You can help support your industry by mailing your check payable to the New York Wine Industry Association, along with your business name and contact information, including your email address to:

**NYWIA**  
**P.O. Box 147**  
**Dresden, NY 14441-0147**

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