



Chapter Wine Swap

Abstract:

Because of the 3-tier distribution system, our members' wine choices from local retailers are limited by the distributors (or states). The wines from smaller, less well-distributed wine regions are largely unavailable in most markets. What if we were able to leverage the AWS family to allow any chapter to conduct a tasting of top wines from smaller wine producing areas?

How it works:

A chapter chair in, let's say Colorado, decides that their chapter would like to do an event featuring Texas wines. He/she would contact either the Texas RVP or a counterpart chapter chair in Texas and ask if they would like to do a "chapter wine swap." Texas says yes. Both the Texas and Colorado chapters will source a mixed selection of the top wines from their states and ship the wines to the AWS member in the other state. Each chapter schedules a unique, interesting event of good/great wines they would never otherwise see.

Shipping logistics:

Of course, the challenge is legal shipping. We consulted our Government Affairs expert and he suggested that we find a winery in each swap state that has a license to ship to the other state and convince them to ship the wine for us. They may be willing to ship some of their competitor's wines, along with their own, for the benefit of exposing their wines to a market they wouldn't otherwise be able to address. In some states wineries can only ship products they produce; in those cases the swap may need to involve the wines from just one or two producers. The wines will be shipped legally with taxes collected. We'll call this Plan A.

Plan B would be used when no local winery can be found that has a license for the desired state. Most small wineries have been approached by 3rd party shipping agents. These firms maintain licenses in all 50 states and charge a fee for handling the shipping. This will increase the shipping cost of the chapter swap, but it may still pencil out for the chapters involved. Again, a completely legal transaction.

Support materials:

- The first thing you will want to do is select the wine market for your swap. This could be a fun discussion at your next chapter event. The Alcohol, Tobacco, Tax and Trade Bureau (TTB) publishes a list of all American Viticultural Areas (AVAs) here: <https://www.ttb.gov/wine/established-avas>. You can click on any state and be presented a list of the AVAs:



TTB Home / Wine

Established American Viticultural Areas

The following tables list all the established American Viticultural Areas, or AVAs (see 27 CFR part 9 for more information).

- **Single State AVAs:** Lists all AVAs that are located within a single state.
- **Multi-State AVAs:** Lists all AVAs that overlap two or more states.

These tables are for informational purposes only. The official boundary description for each AVA is contained in part 9 of the TTB regulations. A link to the appropriate CFR section for each AVA is included in the last column.

Currently, there are **243** established AVAs in the United States. **California** has the most AVAs, with **139**.

Last updated: **October 11, 2019**

Browse Single-State AVAs by State

* Indicates a partial overlap with the AVA listed in the first column

◇ Indicates a multi-state AVA

Print

Arizona	Illinois	Missouri	Oregon
Arkansas	Indiana	New Jersey	Pennsylvania
California	Maryland	New Mexico	Texas
Colorado	Massachusetts	New York	Virginia
Connecticut	Michigan	North Carolina	Washington
Georgia	Minnesota	Ohio	West Virginia
Idaho			Wisconsin

- You can find the AWS Directory on our website here:
https://members.americanwinesociety.org/global_engine/download.aspx?fileid=B A77784D-7BED-42DF-9DE4-94DF3A8D6B07&ext=pdf. You will need to be logged in as only members have access to the directory. The directory lists RVPs by state as well as Chapter Chairs; just contact someone from your chosen state. The RVP is probably the best place to start.

REGIONAL VICE PRESIDENTS

Alabama

Jaime Zapata
 Madison, AL
 256-457-6314
 zapata.jaime@att.net

Arizona

Karen Kamp
 Tucson, AZ
 520-748-1516
 kskaxj@jshoo.com

Northern California

Bob Simoni
 Hayward, CA
 510-205-2217
 bobsimoni@jshoo.com

Western Florida

Ralph Del Rio
 Tampa, FL
 813-880-9700
 delriorsalph@gmail.com

Eastern Florida

Elizabeth (Betty) Nettles
 Palm Bay, FL
 321-956-1894
 bettynettles@jcllr.com

Georgia

Pete Sosebee
 Alpharetta, GA
 404-790-4144
 Pete.sosebee@gmail.com

Eastern Massachusetts

Mike Blake
 Hudson, MA
 508-633-3315
 Michael@WineSomm.com

Western Michigan

Dan and Jackie Hansen
 West Olive, MI
 616-844-2697
 dhansen@jcharter.net

Eastern Michigan

Roy Nesler
 Canton, MI
 Rnesler@gmail.com



Program options to consider:

- Run it a little bit like the NTP. Ask that the swapping chapters to fill out AWS scoring sheets and share them with each other. Everyone will probably be interested in what the other chapter thought of their wines, especially the producers whose wines were selected. Another benefit for wineries.
- Expand to a cultural exchange; include something unique from your area with the wine shipment to be raffled off or shared. From Arizona we might send a jar of prickly pear cactus jelly, Texas might send a bottle of BBQ sauce, Colorado might toss in a Denver Broncos Jersey.
- Possibly have someone from each swap chapter offer to join the event of the other chapter to answer questions or provide local information. Most chapters have someone very knowledgeable on local wines, and it's very possible that one of the wineries selected would have someone willing to do it. It could be done via skype or phone.