



PO Box 889  
Scranton, PA 18501  
(888) AWS-9070  
americanwinesociety.org

October 7, 2019

Winery ABC  
Winery Address  
Attn: John Doe

Dear John,

I wanted to thank you so much for the time you spent with us during our recent visit to ABC Winery. We enjoyed the information, hospitality and wines very much. Our group, enthusiastic wine lovers, were particularly impressed with the .....

As I mentioned briefly during our visit, the American Wine Society is the largest group of wine explorers/discoverers in the USA. We have about 7,000 members across the country (plus Puerto Rico) and are growing. Our members are serious wine consumers and we are always trying to help our fellow members find great wines.

Enclosed you will find a brochure on our AWS Welcome Here! program. By joining us we will promote your winery on our website as a source of good wine. Many of our members use our AWS Welcome Here! list to decide where to visit when traveling as well as wines to seek out. There is no cost for becoming a participating winery, we just ask that you put a small AWS Welcome Here! card or decal in your tasting room or on your website. Modest discounts for AWS members are welcome, but in no way required.

We would love to have you enter our Commercial Wine Competition. Each November we conduct one of the most respected wine competitions in the country. All competition judges are certified graduates of the AWS Wine Judge Certification program, a demanding three-year judge training program. You can be assured that your wines will be evaluated by experienced, objective professionals. Enclosed is a brochure on our competition.

Finally, we would be thrilled to have you join the American Wine Society as a professional member. It's very inexpensive to join and you'll receive a number of benefits:

- An engraved plaque to display in your business
- Your logo, weblink and business description posted on the Professional Member page of the AWS website
- Your logo, website and business description listed in our Professional Member Directory that is available to all 7,000+ AWS members
- Discounts on advertising in the AWS Wine Journal
- Wineries get discounts on entries in the AWS Commercial wine Competition

I've enclosed a membership brochure as well.

Again, thank you for a great wine experience during our visit. I hope we can welcome you into the American Wine Society family soon.

Cheers,  
Jane Doe

*Promoting appreciation of wine through education*