



## LETTER TO SANTA BARBARA WINE COUNTRY FROM THE PRESIDENT OF THE SANTA BARBARA VINTNERS

Dear Santa Barbara Wine Country:

Since our first commercial grapes were planted almost 40 years ago, we have strived to produce wines recognized globally for being world-class. Never has this been more true than now.

From the original producers to the garagistes of today, to the classic estate, to the small family-owned wineries, to the latest vanguard natural wine producers, Santa Barbara Wine Country has never had a better collection of wines.

During these same 40 years, other wine regions in the U.S. have banded together to tell their stories more successfully due to their collective efforts and their financial resources, leaving consumers to bypass our region to go to theirs. Our past approach is simply not working in today's competitive environment and we are consistently being out-spent and out-marketed. We need this to stop!

We are the only wine association in the west coast that is 100% member-financed. We must change our approach so we can better tell the world about our amazing wines, invite them to see our incredible landscapes, enjoy our stunning food and meet the fiercely passionate and proud wineries, grape growers and winemakers.

The Wine Preserve that the Santa Barbara Vintners has been researching for the last three years will be the greatest thing that has ever happened to Santa Barbara Wine Country. By placing a 1.5% assessment on only the On-Site Direct-to-Consumer (DTC) sales, which can be paid for by the consumer, the Santa Barbara County wine industry can finally generate the resources needed to tell our stories to the world. We can drive consumers to visit, protect our regions from political encroachment, and reinvest in our community and industry. The system ultimately becomes a virtuous circle of supporting more consumer visitation, more exposure and more sales.

There is not a better long-term financial decision that we could make and I urge you to review the following documents, attend the Wine Preserve Meetings, and get involved. If we do not pass this Wine Preserve, I see the collective wine region languishing, never reaching its full potential and regretting that we missed this incredible opportunity.

Should you have any questions and comments, please feel free to contact me or any Members of the Wine Preserve Steering Committee. Our names and email information are below.

In Vino Veritas,

Stephen Janes  
President, Santa Barbara Vintners Board of Directors

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