The Washington Wine Industry Review & Outlook 2019 – Content Summary

1. Overview of the Washington Wine Industry

2. Washington Wine Shipments
   - 2018 shipment overview
   - Historical perspective
   - Detail by sales channel (out-of-state, in-state, direct-to-consumer)
   - Detail by winery size category (large, mid-sized, small)
   - Individual metrics – large and mid-sized wineries
   - Cider shipments

3. Washington Wineries
   - Winery counts by type and location
   - Historical trends
   - Satellite tasting rooms by year and location

4. The Washington Grape Market
   - Grape market overview
   - Acreage, output and price trends
   - Grape price distributions by varietal

5. The Washington Economy and Wine Market Trends
   - Washington State economic trends and indicators
   - Shipments to the Washington market by origin (in-state, out-of-state, imports)
   - Market share by company

6. Broader Market Perspective
   - U.S. wine market trends
   - Sales by varietal and type of packaging
   - Factors influencing wine consumption

7. Global Developments
   - Global supply & demand
   - The bulk wine market
   - U.S. wine exports

8. The National Economic Backdrop
   - Economic trends and outlook
   - Key economic indicators

9. Perspective & Outlook
   - The Washington wine industry in perspective
   - Outlook for the wine market by channel
   - Grape market outlook

Appendix 1. Wine Shipment Metrics by Channel, Type, and Size Category
Appendix 2. Wine Shipment Analysis and Benchmarks for Small Wineries
Appendix 3. Washington Winery Rankings