

# The Meritage Alliance

## Questionnaire for Members and Prospective Members

Winery: \_\_\_\_\_

Contact name: \_\_\_\_\_

e-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

### Wines

We produce a Red Meritage or bordeaux blend under our \_\_\_\_\_ brand from the \_\_\_\_\_ appellation.  
Current vintage: \_\_\_\_\_

We produce a White Meritage or bordeaux blend under our \_\_\_\_\_ brand from the \_\_\_\_\_ appellation.  
Current vintage: \_\_\_\_\_

### Membership Status

**Current.** We've been members since \_\_\_\_\_.

**Sign us up.** We understand annual dues are \$1/cs produced (capped at \$500) \_\_\_\_\_.

**Lapsed.** We were members from \_\_\_\_\_ to \_\_\_\_\_. We dropped out because \_\_\_\_\_.

Potentially interested, especially if the Alliance provides the following services to members (please prioritize with 1 being your highest priority):

- \_\_\_\_ Listing on the Meritage Alliance website, whose educational focus should be on consumers \_\_\_\_ trade \_\_\_\_ producers \_\_\_\_ (please rank)
- \_\_\_\_ Ability to link my winery's website with the Meritage Alliance website
- \_\_\_\_ Ability to list my awards/scores on the Meritage Alliance website
- \_\_\_\_ Access to list of restaurateurs and retailers who feature Meritage wines
- \_\_\_\_ Regular Meritage Alliance press releases
- \_\_\_\_ Option to participate in Meritage promotional events (vintner dinners, tastings, auctions, strategic partnerships)
- \_\_\_\_ Access to on-off premise training concepts
- \_\_\_\_ Access to downloadable generic Meritage POS materials
- \_\_\_\_ Access to downloadable published articles on Meritage/blended wines
- \_\_\_\_ Access to downloadable "canned" articles on Meritage for use in trade or winery newsletters
- \_\_\_\_ Access to guidelines for obtaining BATF label approval for Meritage or bordeaux-blend wines
- \_\_\_\_ Other: \_\_\_\_\_
- \_\_\_\_ Other: \_\_\_\_\_

As originally conceived ten years ago, Meritage is defined as a blend of merit (among the best wines a winery produces, likely in small volumes) and heritage (the Bordeaux tradition of blending varieties). Today there are many imaginative blends on the market.

Should the Meritage Alliance amend its bylaws to include blends that are mostly but not entirely made with bordeaux varieties?

\_\_\_\_ Yes \_\_\_\_ No

Should the Meritage Alliance amend its bylaws to include blends that are not necessarily made with bordeaux varieties?

\_\_\_\_ Yes \_\_\_\_ No

Should the Meritage Alliance amend its bylaws to accept blends that are not necessarily among "the best" a winery produces but otherwise meet the criteria?

\_\_\_\_ Yes \_\_\_\_ No

Should the Meritage Alliance forget trying the market the concept/category and return to a focus on protecting its trademark?

\_\_\_\_ Yes \_\_\_\_ No

Anything else you'd like us to consider?

Please FAX this questionnaire to 707-837-7935.

Thanks for your time and interest.  
Jane Hodges Young