



DIRECT TO CONSUMER
WINE SYMPOSIUM

PACIFIC NORTHWEST

The State of Your State

**Regulatory need-to-knows
and the latest DTC wine
developments in your state**

Meet Your Wine Association

Moya Dolsby, Executive Director, Idaho Wine Commission

Jana McKamey, Executive Director, Oregon Winegrowers Association

Josh McDonald, Executive Director, Washington Wine Institute





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Describe the wine direct-to-consumer (DTC) landscape and some of the state's rich history that has helped define the wine industry in your state.



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Idaho wine: Background & Environment



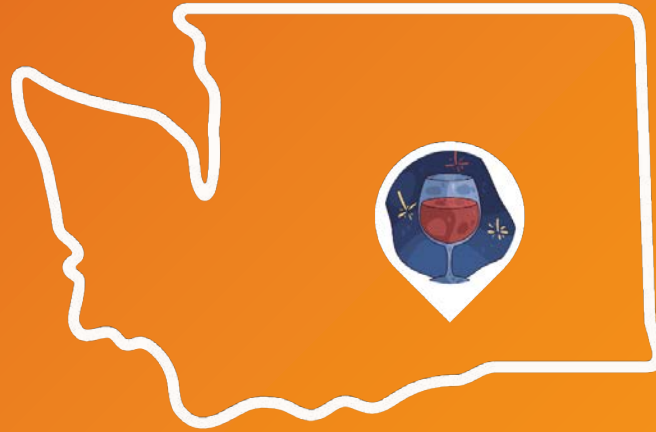
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Oregon wine: Background & Environment



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Washington State wine: Background & Environment



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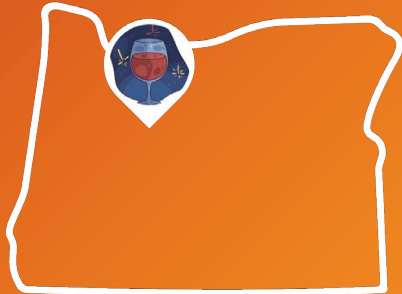
Describe some of the biggest challenges your state has faced in maintaining wine DTC access.



Idaho wine: Top issues and challenges

Describe some of the biggest challenges your state has faced in maintaining wine DTC access.

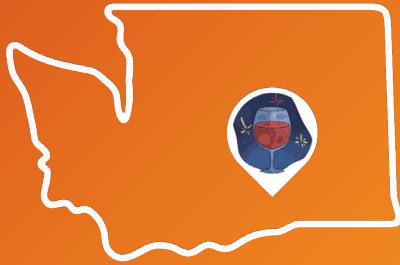
1. Land use
2. Labor
3. Interpreting laws because they are so old
4. Anti-alcohol legislature
5. Shrinking state budget



**Oregon wine:
Top issues and
challenges**

Describe some of the biggest challenges your state has faced in maintaining wine DTC access.

1. Greater scrutiny of alcohol policies
2. Anti-alcohol messaging
3. Complex land use system
4. Rising cost of doing business



**Washington State wine:
Top issues and
challenges**

Describe some of the biggest challenges your state has faced in maintaining wine DTC access.

1. Tourism visits decline
2. Labor and input costs rising every year
3. Regulatory environment
4. Legislature increasingly cautious on alcohol policy proposals, “litmus test”



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Describe the work that is being done to preserve DTC access in your state.

Here's what you can do.

- **Join your state trade association** (IWC/OWA/WWI) if you are not yet a member. This is the best way to help your industry have the resources needed to fight the good fights on DTC and all else each year, as well as learn how you can help along the way.
- **Support Free the Grapes.**
- Donate to your state **wine industry PAC** to help get more wine industry-friendly people elected.
- **Get engaged** by hosting legislators at your winery; host and/or attend campaign events for those who want to support our industry (as a member of your association, you can easily learn who these elected officials are).
- **Join WineAmerica**, your winery's voice in Washington, D.C.



Need more information?

Contact Your Wine Association

Idaho Wine Commission

moya@idahowines.org

Oregon Winegrowers Association

jana@oregonwinegrowers.org

Washington Wine Institute

josh@wwi.wine



HELPFUL LINKS FOR ALL



Ballotpedia:
Who represents me



Free the Grapes:
Support & Take Action



Visit
WineAmerica.org



FOR ID WINERIES



FOR OR WINERIES



FOR WA WINERIES



State of the States

Steve Gross

Interim President & CEO



APRIL 28, 2026 | DTC SYMPOSIUM PACIFIC NORTHWEST
PROSSER, WASHINGTON

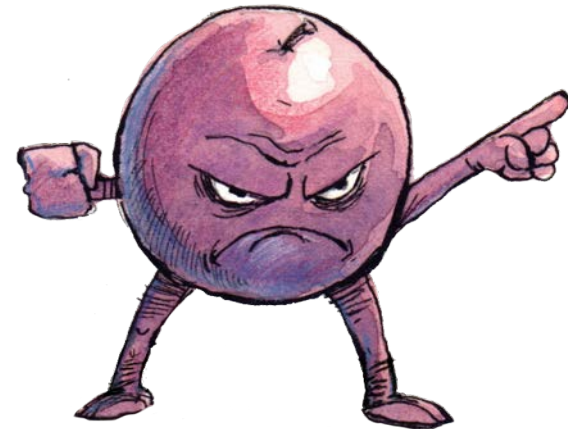
What are we here today to Support?

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —



Free the Grapes! Mission

To augment, not replace,
the 3-tier system with
legal, regulated DTC
shipments

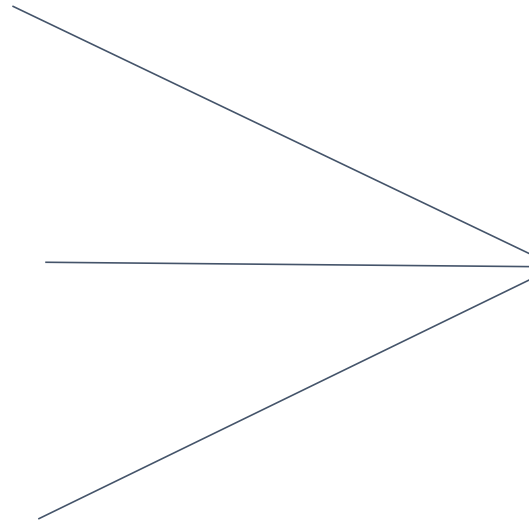


Industry's 3 Prong Strategy

1. CONSUMER MARKETING
FREE THE GRAPES!

2. LITIGATION
COALITION FOR FREE TRADE (RETIRED 2014)

3. LOBBYING
WINE INSTITUTE,
WINEAMERICA, FAMILY WINEMAKERS



STREAMLINE DTC SHIPPING

FREE THE GRAPES!

TACTICS & OUTCOMES

*Translating consumer frustration
into constructive action*



FREE THE GRAPES!

BOARD OF DIRECTORS



Rex Stults | *Napa Valley Vintners*

Michael Kaiser | *WineAmerica*

Jason Haas | *Tablas Creek Vineyard*

Steve Gross | *Wine Institute*

Dennis Cakebread | *Cakebread Cellars*

Jeff Carroll | *Commerce7*

Thea Schlendorf | *Executive Director FTG*

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —

Action in 2025 – MS

Mississippi - Letter writing campaign encouraged consumers to voice support for favorable bills.



These States Need Your Help!

Take 2 Minutes to Write Your Legislators

Get an update on your state's wine direct shipping laws and, where indicated, use our website to write your legislators in support of legal, regulated direct wine shipping.

Mississippi

Write to Your Legislators! Bring DTC Shipping to Mississippi

Action in 2025 – DE

Delaware - Letter writing campaign and press outreach highlighted concerns about HB 187

delaware online

POLITICS

Delaware's wine shipping bill waits to be signed by Gov. Meyer, but is it the right move?



Krystal Griffin
Delaware News Journal

Updated July 18, 2025, 10:06 a.m. ET

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —

Update: June 11, 2025

Dear Wine Lovers of Delaware,

Object to HB 187!

As you may know, Delaware is one of the few states that continues a ban on all winery-to-consumer direct shipping. The state has seen many attempts to introduce and pass bills that would finally overturn this prohibition, but success has been elusive. And this will remain the case with HB 187!

We are calling on you to object to this bill! The bill will be heard in the House Economic Development/Banking/Commerce and Insurance Committee at noon on **Tuesday, June 17th** in Dover.

Write to your Delaware legislators today!

HB 187 (Smith) is "anti" direct shipping. It is positioned as a bill that will allow wine shipping to Delawareans, but has so many limitations as to be completely unworkable for winery-to-consumer direct shipping in practice.

Help us expand wine availability in "The First State" by voicing your concerns today.

Compose Your Message

- US Senators
- US Representative
- State Senator

[more](#)

Please feel free to personalize our sample message below with details on:

- * The unavailability of specific wines you want to enjoy
- * If you've been denied direct shipments to an address in your state
- * If you've shipped wine to friends or family in states which allow direct shipping

Subject

Please Object to HB 187!

Message Body

Dear [Representative/Senator – auto fill]
As an adult voter of Delaware, I urge you to OBJECT to House Bill 187, which is completely unworkable for direct shipping and does not support my ability to purchase.

Enter Your Info

Your Information



JOIN US

WHAT CAN WINERIES DO TO HELP?

- ✓ **Subscribe to FTG Email List at freethegrapes.org**
- ✓ **Watch for FTG Requests**
Our emails include copy for wineries and their associations to forward to consumers
- ✓ **Compliance**
Our industry gains credibility and trust through compliance
- ✓ **Read Our Blog**
Find information on DTC shipping related topics

Support and Enjoy the DTC Wine Symposium Pacific Northwest!

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —



Wine Institute's Role In the States

State Relations Team



(Left to Right) Terri Belrne – Eastern States Counsel | Annie Bones – Regulatory Compliance Manager | Carrie Rand-Anastasiades – Director New England States | Hunter Limbaugh – Southeastern Counsel | Sally Jefferson - Director Western States | Tyler Rudd – Vice president, State Relations | Geralyn Lasher – Director Great Lakes States | Steve Gross – Interim President & CEO

State Relations Regions - 2026

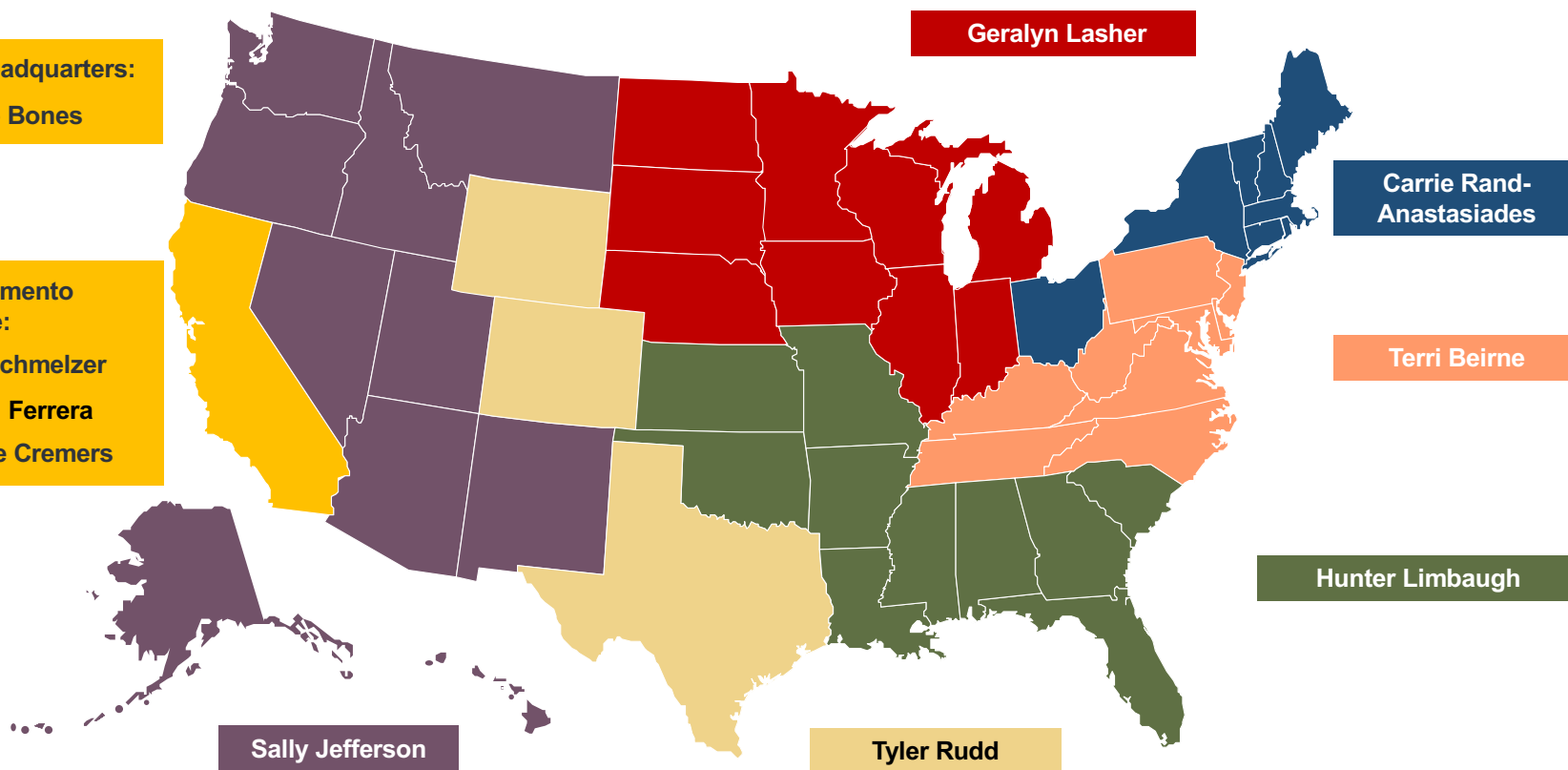


State Relations Regions - 2026/2027 FY Realignment

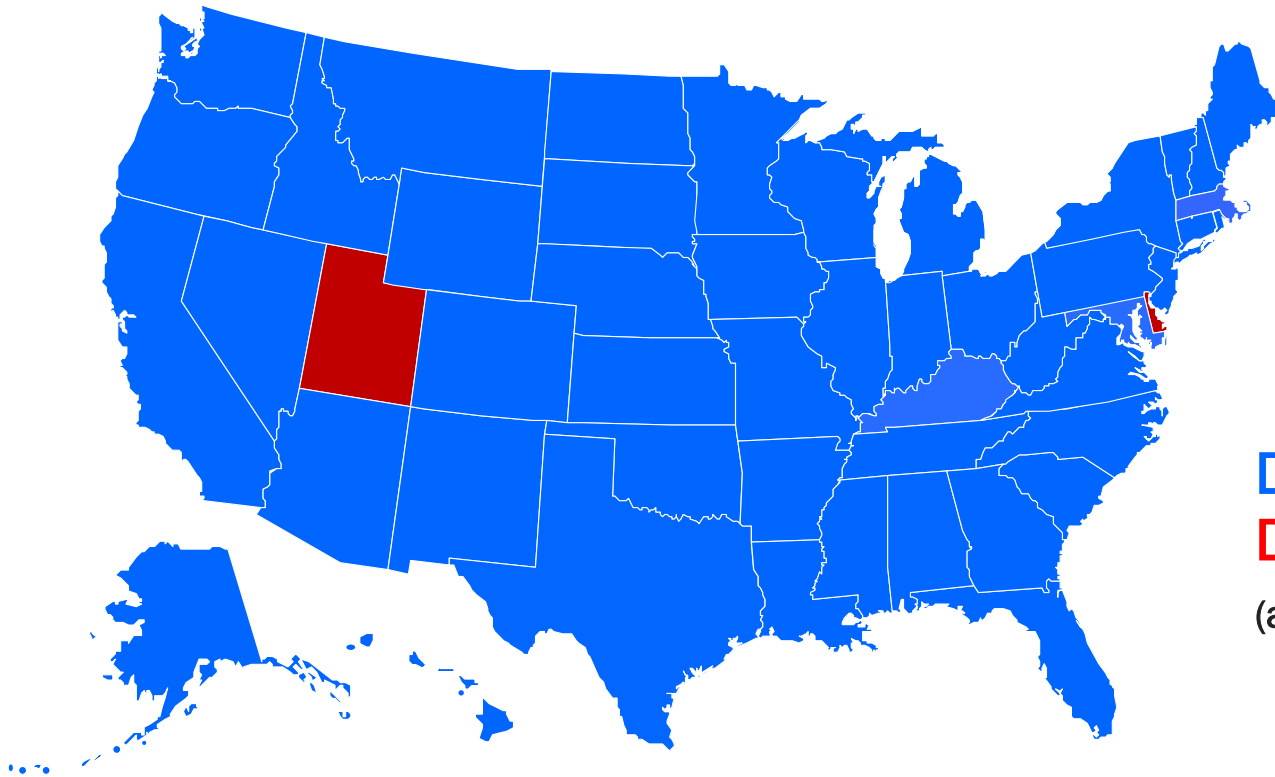


WI Headquarters:
Annie Bones

Sacramento
Office:
Tim Schmelzer
Anna Ferrera
Noelle Cremers

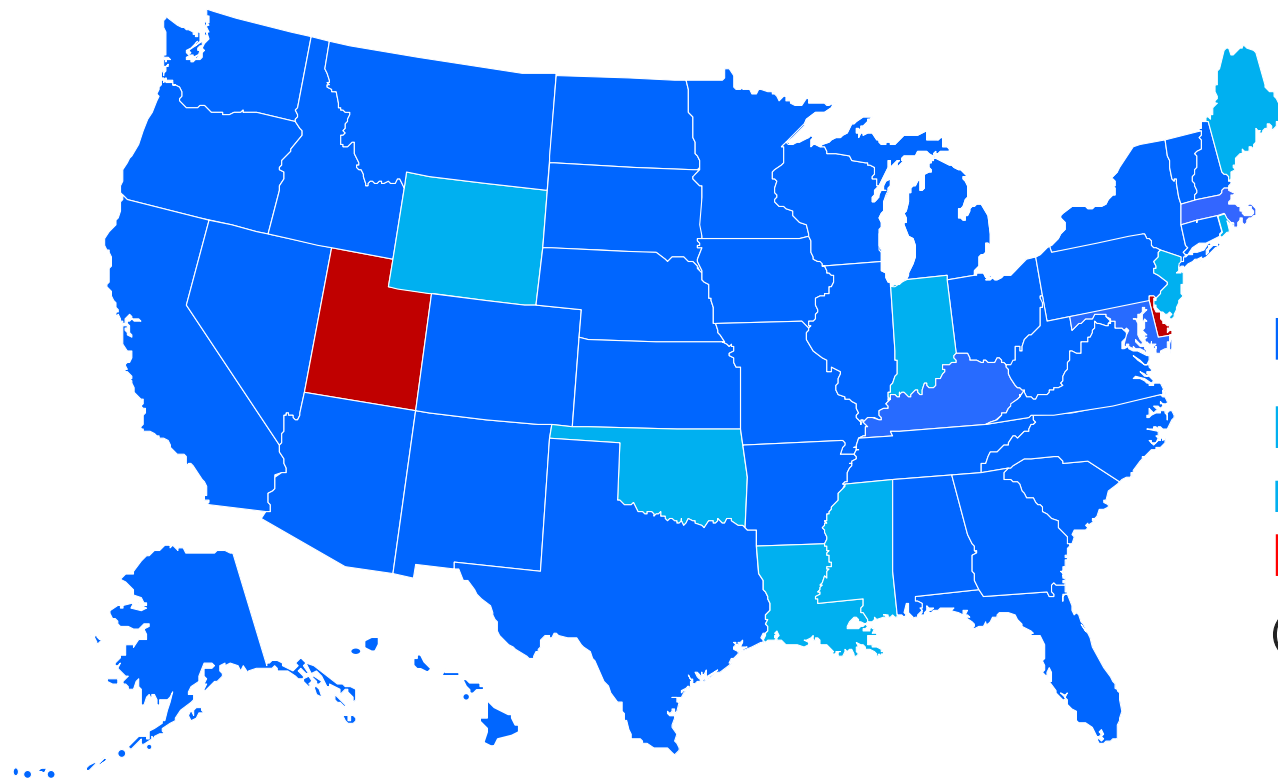


Direct-to-Consumer Shipping



DTC allowed
DTC prohibited
(as of 4/28/2026)

Direct-to-Consumer Shipping - Reality



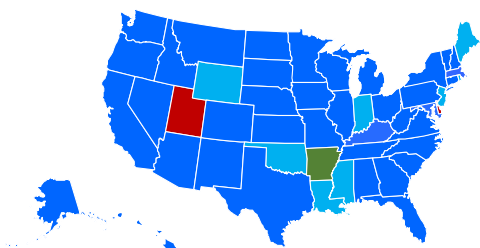
DTC allowed

DTC allowed with
major restrictions

DTC prohibited

(as of 4/28/2026)

Direct-to-Consumer Shipping - Reality



DTC allowed

**DTC allowed with
major restrictions**

DTC prohibited

(as of 4/28/2026)

What are the “Major Restrictions” we reference?

- **Wyoming & Louisiana – only products not in distribution**
- **Oklahoma – no fulfillment houses allowed**
- **Indiana – no DTC if in wholesale distribution**
- **Rhode Island – on-site sale requirement**
(Arkansas fixed in 2025)
- **New Jersey – 250,000-gallon capacity cap**
- **Mississippi – restrictions on wholesale unless “highly allocated”**
- **Maine – new bottle bill provisions posing major issues**

What Have We Been Focused On?



Opening New States

**Improving Existing
Laws**

**Protecting Against
Anti-Shipping Efforts**



April 2026 – Still Two States to Open



Delaware Legislation



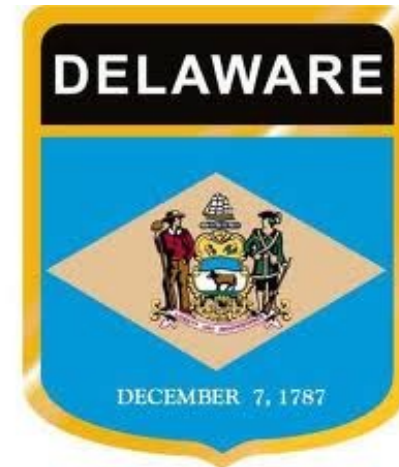
Our bill to open the state to DTC was amended before passage in 2025 making it unworkable.

Problems include:

- **Wholesaler exclusion**
- **1,800 case limit**
- **High fees**
- **Common carrier restrictions**

Effective date is 7/1/26 – we are working to fix the bill

Common Carriers have their bill ready for introduction now



Mississippi Legislation



Two bills were passed in 2025.

- S 2145 – New Law created with major restrictions – Effective 7/1/25
- S 2851 – Removed criminal penalties, left in provisions limiting wines sold through state control system

Wineries have started to ship, but the restriction on wines in distribution unless “highly allocated” is problematic.

Working to fix that in 2027 (no bills passed in 2026)



Removing On-Site Visit Restrictions



Arkansas Legislation



**H 1476 was passed and signed on
4/16/25**

- **Removed on-site visit requirement from old law**
- **Allows 24 cases annually per individual from each winery**
- **Initial permit \$50 – Annual renewal \$25**
- **Quarterly reporting and tax payment**
- **Effective 8/4/25 – Rulemaking required**



Rhode Island Legislation



Our efforts to get a bill passed to remove the on-site purchase requirement stalled in 2025.

The Committee Chairman is requiring a \$1,500 annual permit fee, which is unworkable, especially for a state the size of Rhode Island.

Similar issues remain in 2026, so we have not introduced a bill this year.



Improving Existing Laws



Colorado – Addressing Delivery Change



S 274 – Our bill to address the change resulting from a 2024 AG’s opinion requiring that a delivery can only be made to the person placing the order for the wine. This bill now allows any adult to be able to sign to receive the wine shipment.

Signed by the Governor on 6/11/25.



New Jersey: Removing Capacity Caps



2026 is the first year of a 2-year session:

We have 2 bills (A 1684 & S 2166) to create a new license to allow those wineries/companies over 250,000 gallons to get a DTC Shippers Permit (4th effort to pass such bills)



Fighting Challenges to Existing Laws



Illinois – Uniform Law Commission



Efforts to pass the Uniform Law Commission's DTC legislation were defeated in 2023 and 2024.

Failed to pass in 2025, but has carried over into 2026.



Maine – Effort to Limit Shipments



H 714 would have prevented any winery selling through the 3-tier system from getting a DTC shipper license.

We defeated the bill on 4/15/25.



Maine – Bottle Bill for DTC



We are continuing to negotiate with BABLO and the DEQ regarding the addition of DTC wine bottles to the bottle deposit law which became effective on July 1, 2025.

Comingling Agreement requirement is the major sticking point.



Maine – Ownership Registration



Registration of Ownership:

- Issues with complex ownership structures and trusts
- New ownership threshold of 10% passed in 2024
- Our bill to address “indirect interest” with same 10% threshold was signed by the Governor 4/11/25



Ohio – Fee Increase



The Governor's budget bill included a provision that increases the annual renewal fee for the S-2 license (held by wineries over 250K gallons annual production) from \$100 to \$250.



Other Challenges Facing DTC



**What else is
keeping me up at
night?**



Increasing Enforcement



- **Michigan & Ohio – Ongoing AG level enforcement of illegal shipping**
- **Massachusetts – sting operations continue, including age verification of purchaser**
- **Texas, Vermont and Arizona – funding to increase enforcement activities**
- **Virginia, Tennessee, Massachusetts availing of licenses**
- **California Privacy Policy Changes**

Related Issues Influencing DTC

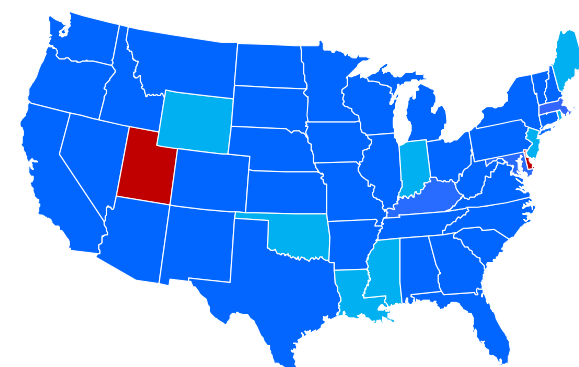


- **Spirits and beer shipping legislation (including capacity cap proposals)**
- **Retailer DTC litigation and legislation**
- **Hemp-based THC beverage shipping**
- **Fulfillment house focus by DTC opponents**
- **Common Carrier focused opposition**
- **Social Media Platform Restrictions**

Facing Challenges As They Arise



Wine Institute will respond to new challenges and opportunities as they arise as we work on behalf of our members.

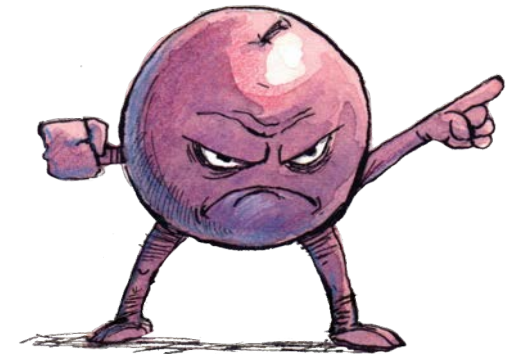


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What Can YOU Be Doing?



- **Ensure your DTC shipments are ALL legal!**
- **Increase use of “Age Verification” at point of sale (even when not required by statute)**
- **Work with compliance companies to encourage system integrations for both wineries and states**
- **Work with third-party providers to ensure your joint programs meet state requirements**
- **Engage your customers (and potential customers) when asked to do so by FreeTheGrapes. Sign up at www.FreeTheGrapes.org**





Questions?

Steve Gross
Interim President & CEO
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