The Indiana Quality Alliance

- Rationale & Competition
- Charter & Timeline
- Membership & Winery Quality Systems
- Wine Quality Criteria & Indy International
- Funding & Marketing
Rationale & Competition
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- Consumer awareness
- Press awareness
- Industry awareness
- Legislature awareness
- Improved wine quality
- Improved food safety
The Indiana Quality Alliance

Rationale & Competition
Charter & Timeline

- Solicitation Letter: June ‘06
- Definition of Goals & Standards: July ‘06
- Charter Draft: September ‘06
- Industry Referendum: December ‘06
- Wine Quality Lab Testing: June ‘07
- Wine Sensory Evaluations (Indy): July ‘07
- Press Introduction: July/August ‘07
Goals & Standards

- Voluntary
- Evolving
- Sincere
- Quality-oriented
- Market-driven
- Industry-governed
- University-guided

OUR WINES

- Made in Indiana
- From Indiana-grown fruit
- Extraordinarily delicious
- Exceeding federal quality standards
- Minimal use of sulfites and fining agents
- Tasted and approved by fellow winemakers
- Certified by Purdue University wine experts
- Respecting all international wine appellations
- Bearing the winemaker’s name and signature
Membership & Winery Quality Systems

- Unified IN industry; evolving charter
- Voluntary, encompassing membership
- Recognition of unique IN wines
- Freedom of grape varieties and wine styles
- Industry governed, from-ground-up structure
- Inherent quality control - local/regional/global
Wine Quality Criteria & Indy IWC

- Showcase Wines and Styles
- Indiana-*grown* vs. Indiana-*made*
- Grape, Fruit, etc. Wines
- Independent Sensory Evaluation
- Purdue Wine Lab Testing
Wine Quality Criteria & Indy IWC

INDY International
Funding & Marketing

- IN Wine Grape Council Task Force already in place
- PU Wine Lab ISO accreditation in progress
- Gold & Silver-medal winning IN wines
- Indy IWC press coverage
- Wine Bill press awareness
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Quality Seals

- Silver Seal of the Indiana Quality Alliance
- Golden Seal of the Indiana Quality Alliance
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The Future