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# Turning Passion Into Business: Setting Up Beliveau Estate Winery

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By Manisha Singal and Mollie Gehrt

## Introduction

It is late the night of April 27, 2012, and although tired from a hectic day of work, Joyce Beliveau excitedly puts away the first dollar from the sale of Beliveau Estate Winery's first bottle of wine. As business manager and co-owner, she wants to preserve this dollar forever; it represents not only months and years of hard work and planning, but also a realization of a dream to own a winery, a dream that stems from an ardent passion that Joyce and her husband Yvan have developed for good wine. Yet, along with the sense of excitement, there is also some trepidation. As she reflects on the past few months, Joyce wonders whether the brand new winery will be able to sustain its advantages and find its niche among all the other wineries in the Blue Ridge Region of Virginia. Will future plans for winery expansion to distinguish itself by becoming organic be successful? Will the winery need to increase staff, and invest in new equipment when they become organic? What will be the challenges once the winery is fully operational and starts to attract hordes of visitors? Well, hordes of visitors is a happy thought, and on that positive note, Joyce decides to retire for the day to savor the success of the first sale, and leave planning the future of the winery until the next day.

## *The Winery: Founders and Motivations*

With the simple mission "to make good wine", Beliveau Estate Winery (BEW henceforth), is the newest winery established in the Blue Ridge region in Virginia producing both red and white wines. After travelling the world sampling wines the Beliveaus decided to start their own vineyard and winery. Yvan, Joyce's husband and co-owner, began studying the art and science of wine making in 2005. The first vines of the on-site vineyard were planted in April 2009. Currently the winery, which is part of the Beliveau Estate that includes a Bed and Breakfast inn on the property, is open all days except Mondays and Tuesdays and runs events like Sunday Specials, Thursday Wine and Tapas, and a Lavender Festival with a Plein Air Art Contest. (See website <http://www.beliveauestatewinery.com/index.html>)

Joyce and Yvan Beliveau, both originally from Vermont, moved to Blacksburg, VA in 1986 where Yvan, after receiving his Ph.D. in Civil Engineering, joined Virginia Tech to teach in and later head the Build-

ing Construction program. While Yvan continues to remain an active faculty member at the University, his wife Joyce, who had several years of experience organizing events, awards banquets, and career fairs on Virginia Tech's campus, runs the entire business operation for the winery. Interestingly however, Yvan is also the primary wine maker for their winery.

Joyce describes her husband, as an "outdoor" boy, and although he has spent 20 years working in classrooms and administration, dealing with piles of paper work, "Yvan has a hard working, entrepreneurial spirit that doesn't want to be behind a desk for the rest of his life". Both Yvan and Joyce enjoyed their travels across the globe and especially to countries such as South Africa, New Zealand, France, and Australia, where they had the opportunity to taste many fine wines. Spurred by their globe-trotting experiences and Yvan's personality traits that reflect his active and productive lifestyle, Joyce and Yvan were motivated to start a winery, in which Yvan envisions himself as an "80-year old man pruning grapes in his very own vineyard". With their common love for fine wines, Joyce's skills in managing projects and events, coupled with Yvan's vision, the concept of owning a winery became an ardent dream which turned to reality. When asked about retirement from the winery Joyce stated "We would love to continue it down the road for a long time and exit is not for us in the near future". Despite raising 5 children, 3 of their own and 2 Vietnamese foster children, the Beliveaus see their investing partners as more likely to succeed them in the business than their own children.

"The real business began after our adventures traveling the globe"...Joyce begins the story. Yvan jumped at the opportunity to open his very own winery when the property located in the Catawba valley went on sale to the public back in 2001. In order to generate a steady stream of income beforehand, about five years ago, they developed and began to operate a bed and breakfast inn as a precursor to the winery.

The location of the bed and breakfast happened upon by a stroke of good luck. While the owners had their sights set on property along the Catawba road stretch in the Blue Ridge area, a 165 acre stretch of land went on sale to the public at the very spot they coveted. Neighbors and families are known to sell land to each other in this area, so the Beliveaus considered themselves very fortunate to purchase their

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piece of land, as it was also known to have great conditions for wine making in the region. Since this start, Yvan and Joyce have had their hands full, but are “loving every minute of it” transforming their hobby and interests into a business.

## **The Region: Virginia Wine Industry and the Blue Ridge Region**

Virginia's beautiful scenic landscape with rolling hills and mountaintops attracts tourists and locals alike. While tourism generates more than \$20 billion in revenues, supports over 204,000 jobs, and provides greater than \$1.3 billion in state and local taxes, it was estimated that nearly two million people enjoy a trip to a local winery on their visit, contributing to Virginia's success as a player in the competitive wine industry. Virginia is the 5th largest wine producing state in the U.S. just behind wineries on the West Coast and New York, and is named one of the top ten wine destinations for 2012 by Wine Enthusiast magazine (Johanson, 2012). The relationship between Virginia tourism and the wine industry is direct- as tourism developed in Virginia, wine-related tourists increased from 1 million in 2005 to 1.62 million in 2010, leading Governor Bob McDonnell, to declare Virginia's wine industry a major source of economic development, and encourage wine-related events and promotions by the State, a fact that did not go unnoticed by celebrities and developers like the Trumps. Mr. Trump recently opened Trump Vineyard Estates in Albemarle County in September 2011, a 770-acre winery purchased from Patricia Kluge and her husband (USA Today 2012). Celebrity interest in Virginia wineries and vineyards will be, yet, another source of growth and prosperity for the industry.

Recently, demand seems to have exceeded production of wine in Virginia, spurring growth among wineries with the help of the Virginia Wine Board that promotes new wineries in the state. The rapid growth of Virginia wineries has had significant economic impact in terms of employment and sales revenue (Haymore 2012). The most common types of grapes produced throughout Virginia include Chardonnay, Cabernet Franc, Merlot, Cabernet Sauvignon, Vidal, Chambourcin, Viognier, and Traminette (Johanson 2012). Natural conditions like midlevel elevation that afford the right amount of moisture on the ground, with mountain breeze to prevent mold, mildew, and pests are favorable,-- although Virginia weather can often be unpredictable and erratic.

In 2011, Virginia State Department of Agriculture and Consumer Services implemented several wine marketing initiatives to encourage visits to wineries, and boost sales throughout the state. These included establishing websites like [Virginawine.org](http://Virginawine.org), publishing annual winery guides, ushering wine week, wine month, wine trails etc., in addition to implementing General Assembly approval of winery and vineyard creation and expansion tax credit legislation, hosting two national wine industry events (Wineries Unlimited Trade Show and

Conference and the Wine Bloggers Conference), and sending trade missions to Japan, China, South Korea, Israel, and India, to introduce Virginia wines.

Appendix A displays two graphs obtained from a survey conducted by Virginia Wine Board; the graphs depict that 62% of people surveyed obtained information about wines from winery visits, and 59% of the respondents were influenced by wineries regarding wine purchases. Elsewhere in the report, several respondents indicated that they had never visited a winery before, while consumers under the age of 35 were enthusiastic about the “buy local” concept, and 3 times more likely to buy wine at festivals and other events (Virginia Wine Board, 2012), thus pointing toward the marketing potential of winery tourism and target customers. Since Virginia has only recently become a well-known player in the wine industry, many wines tend to be young in the aging process, and also innovative in their blends mixing sweet and dry grapes.

Virginia has many different regions to accommodate the expanding wineries and vineyards; these regions include the Blue Ridge, Central Virginia, Chesapeake Bay, Eastern Virginia, Hampton Roads, Heart of Appalachia, Northern Virginia, Shenandoah Valley and Southern Virginia. BEW along with 6 other wineries is located in the Blue Ridge Region, which has at least 15 other wineries and at least six others within a 50 mile radius. Joyce and Yvan see themselves as working within a network among these wineries and cooperating and developing alliances with them to enhance business. The Blue Ridge Region is located south of the city of Roanoke, east of Appalachian Trail, and west of Blue Ridge Parkway, a region that not only abounds in hiking, boating and kayaking opportunities but also close to several university campuses, like that of Virginia Tech and Radford University.

## **Operating the Winery**

BEW prides itself on being a small, boutique winery with a management plan that values employee empowerment and decision-making. The key full-time staff includes the wine maker (Yvan Believeau), operations manager (Joyce Believeau), the Operations Assistant (Bobby Moses), and the working partners (hands-on investors). When recruiting the key outside employee, Joyce wanted “someone who could manage the vineyard as well as a staff of workers or volunteers. Since each job at a winery is seasonal, I only needed one operations assistant to be hired on full time basis. This way, he would have responsibilities year around. For example, many of the tasks Bobby oversees is harvesting the grapes, meeting the public, pouring the wine, making the wine, and tying and spraying the grapes. I wanted someone that had the passion to learn the art of wine making. This person also had to have certain personality traits that included a love for wine, an outgoing personality, involvement in the community, and knowledge to be behind the tasting bar. Bobby was the perfect

person for the job and I didn't have to look any further." The hands-on investors are also major assets to the operation, who love working and helping in the operations part of the business. *Flavors Magazine* recently featured an article about BEW and their working partners to inform their readers about the winery.

## Financial Matters

Starting the winery involves considerable financial investment. Joyce states "Many people invest hundreds of thousands of dollars to be able to produce wine, when that investment usually doesn't start seeing returns until year 3 or 4 or beyond. Since we already had the buildings from our bed and breakfast business, we averaged our investment to be somewhere around \$500,000 at the very least. This is on the low side because most people spend anywhere around 1-2 million. The \$500,000 was mostly used for items such as cost of grapes, labels, equipment, permits, etc. In an effort to watch costs as well, we made a business decision to use tanks instead of oak barrels. Despite this, the flex tanks we use easily cost around \$20,000 each. In reality, because we already had the structures in place for our bed and breakfast business and because we chose to watch costs in some aspects of our production costs, we spent what is considered on the low side of starting a winery. We, however, didn't invest all of our own money; we had a little bit of help from private, hands-on investors. This helped ease the huge financial investment and risk associated with starting such an enormous business."

When Joyce was asked about their business plan, she replied that they started the business and made decisions as they went along. Regarding the handling of risk, she reported "we simply put through a lot of sleepless nights." To manage some of this risk, Yvan is trying to develop his own expertise and has been learning the art and science of wine-making for over 5 years. He has also sought guidance from Bruce Oclan, an expert at Virginia Tech, who helped them brainstorm and walk through the idea of setting up a winery 6 years ago when they were first conceptualizing the business idea. Bruce advised them on suitable sites for growing grapes and the necessary arrangements to be successful come opening day. Despite hard work, continuous research, and discussion with experts opening a winery is risky business but as Joyce remarked, "With great risk, comes great reward."

## Laws/Regulations

The most stressful and time consuming part of getting the operation started is making sure every step in the process follows current laws and regulations. Joyce explains, "It has been really extensive and complicated. Information on every facet of our life had to be submitted to the authorities (driver's license, criminal history, birth certificate, etc). An extensive background check on us and our investors was also performed." Other laws and regulations a winery has to follow include obtaining approval for percentage of grapes imported from out of

state, following the restrictions imposed by TTB (Alcohol and Tobacco Board), and abiding by label regulations. TTB is a federal entity that approves the concept of the winery as a first step, with several other steps to follow, a process, Joyce sighed, "took several, several months for this task alone."

Explaining other rules, Joyce continued "A winery can only import 25% of grapes from out of state. Seventy-five percent then has to be grown on property. However, you can lease grapes off site but still classify them as your own. When you lease other vineyards, you pay a fee for the service, staff, and labor at that particular vineyard. To regulate these restrictions, ABC periodically inspects that you are actually growing grapes and not merely selling bottles of wine. As far as the state as a whole is concerned, Virginia wines have to have 75% of Virginia grown grapes to be called a "Virginia" wine. Similarly, alcohol level regulations have to be managed. For example, one of our products, a Zinfandel, came out to be 16.1% alcohol, which was above the regular tax bracket. This meant that we had to pay higher taxes because of the higher alcohol content. I run reports for the Commonwealth of Virginia every month that compiles all this information".

After the wine is produced and bottled, it has to be labeled according to TTB regulations in terms of alcohol content, government warning, etc. While some labels are approved in time, others take more time. An example of a label the TTB returned to the winery included a photo of a boy looking at a bird's nest. "This particular label was returned unauthorized because they needed the name of the boy" said Joyce. After all the labels are approved by the TTB, they are then sent to the state for authorization. This step, however, is more of a formality that the state requires in order to place an identifier number on each label. The label number grants approval to the vineyard to sell wine under that label.

## Products and Production

BEW's products are described as favoring the sweeter rather than the drier palate (see Appendix B for a list of BEW's wines). Joyce explains "we have spent the majority of our careers around Montgomery County, so we know that people tend to enjoy a sweeter wine. Our wine production includes both reds and whites; the whites produced include 3 different labels under Vidal Blanc (dry, semi-sweet, and sweet) and one label under their Traminette. The reds produced include Cabernet Sauvignon, 2 different labels under our Zinfandel, Landot Noir, 3 different labels under our Chambourcin, and one field blend. Upon opening we were able to sell 3 different types of reds and 3 different types of whites. Those 6 wines are selling incredibly well across the board! We actually have not seen any fluctuation wherein one wine is doing extremely well or one wine extremely poorly. Likewise, past years production has yielded around 16,000 bottles, with a goal to produce 40,000 bottles. Each bottle is priced between \$15 and \$20, with one red zinfandel that costs in the upper 20's".

An important aspect about the production process is that the decisions made on how to produce the better quality of wine pay off, and especially when experimenting for the first time. For example, Joyce explained that two of the major decisions lie in the type of yeast and the temperature. Joyce stated that, "If you take the same grapes, picked the same day and sell them to 5 different wineries, they will all turn out differently. The temperature, in particular, has the power to allow you to decide how you want your wine to turn out."

Several wineries produce their wine using higher temperatures, thus, creating heavy, jammy red wine. Producing it through higher temperatures causes the wine to lose the berry flavor. "We made the decision to save the berry flavor and produce it under colder temperatures. The fact of the matter is, the wine maker wants to make the best production process decisions he can. This will dictate how consumers perceive our winery as a whole and will set the tone for future growing seasons. The first time opening is always the most critical when deciding how we want to produce our wine" said Joyce<sup>1</sup>.

The past year, Yvan had the opportunity to go on sabbatical to learn about different geothermal techniques. This was especially useful for the vineyard because it uses water from a spring, which is brought to the vineyard through pipes to create geothermal cooling. Besides their unique water source, other equipment needed include tanks, bottler, corking machine, filtering machine to filter the sediment out, labeling machine, testing equipment, grape crusher/press, bins for collecting grapes and storing them before they go into the vats, spraying chemicals, in addition to the labor itself (full time or hire as needed) for spraying for pests, planting grapes, trimming grapes, etc.). Though the production process can be time-consuming, stressful, and usually does not see profits until several years, Joyce and Yvan quickly learned that unforeseen challenges abound when operating a winery and have already learned several interesting lessons.

## Lessons Learned

### *Frost*

Frost threats in early April, mandated that Yvan and his staff slept at the winery, get up every hour, on the hour, and check vines to make sure they weren't freezing. The anxiety created by the unpredictable weather was nerve-racking for Joyce and Yvan as frost-bitten grapes could potentially result in losses of thousands of dollars in a single night. Not only did Yvan get up every hour on the hour, but was up for the day at 4:00 am to coat the plants with ice. Several hoses had to be set up each night in preparation to spray the vines with water, as ice-coating eventually provides protection from permanent frost.

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<sup>1</sup> One of the authors had the opportunity to participate in the wine tasting and noticed that the berry flavor did, in fact, shine through. In many of the wines, strong raspberry, blueberry, and assorted fruit flavors, almost just like fruit juice itself, were detected. This, in itself, sets the wines of Beliveau Estate apart from other wineries in the area.

Fortunately, Beliveau's vines did not succumb to the frigid nights. Joyce happily noted that their land was located in a "little pocket," that frost cannot easily get to. In fact, "this was part of the reason we chose this location. Yvan made sure to research the frost zones in the area before he bought the property".

### *Label Authorization*

"A couple's wedding was set to take place last weekend (April 21, 2011) but, unfortunately, we could not serve our wine because the State did not authorize the labels on time." Joyce explains. "We could not do anything to expedite the process, so we had to inform the couple of the situation, causing them disappointment and confusion. I felt terrible." When setbacks like this take place, Joyce stated that "there is nothing we can do except wait." The publication Virginia Wine Guide had even announced the winery's grand opening in its brochure, but because the labels hadn't returned approved from the State, Joyce and Yvan were forced to offer wine tastings without being able to sell their wine bottles.

### *Natural Disasters*

In terms of operations this past year, unfortunately, Virginia had a bad year for white grapes as well as many other types of grapes due to Hurricane Irene. Hurricane Irene split open many of Virginia's grapes so they became unusable. As an example, Kluge Estate, (the Trump purchase), was to have produced 80 tons of grapes but managed only to buy only 6 tons due to the hurricane. Restrictions on the percentage of grapes imported from out of state were waived by the State due to the disaster; however, wineries including BEW incurred delays and extra costs.

### *Constant Monitoring*

During the production process, constant monitoring of the wine is important. Yvan is required to watch every process mostly through the sense of taste and smell. Since fermenting wine produces sulfur or other substance smells, an understanding and recognition of the smells and aromas is important, since growth of harmful bacteria in even one of the wine vats can cause loss of a whole batch of wine.

## Creating a Sustainable Advantage

Since the wine industry in undoubtedly growing in Virginia, Yvan and Joyce are working hard to create a niche product advantage for their target market which Joyce identifies as "mainly Virginia Tech faculty and alumni, besides of course community members and tourists." The philosophy of cooperation and alliance development seems key to BEW strategy, "We, as well as other wineries in the Blue Ridge Region, do not see ourselves as competing with each other. Rather, we see each of our wineries enhancing each other's business". For example, Joyce remarks "I want Attimo Winery (another new winery opened recently in the area) to succeed just as much as I would like my

own to... Virginia Wine Trails, made up of several wineries, attract tourists because of the overall quality of wine at every vineyard on the trail. Our goal is to produce the very best wine we can possibly produce. Not only will this benefit us but it will also benefit other wineries in the region, and vice versa. I would love to see even more wineries open in the area because it would benefit our overall business. We strive to make great wine in a boutique-like setting with exceptional ambiance. We are not focused so much on heavy distribution, but rather want our customers to visit our property, enjoy the wine and landscape, and purchase the wine on site. We also want to be a destination winery and do not plan on commercializing our wine anytime soon. Instead of competing, we focus on creating a niche market through unique products. We actually have a wine in the works for the upcoming year that contains no preservatives and very low sulfites. By creating this type of wine, we hope to capture health conscious consumers that no other winery in the Blue Ridge Region has targeted. We have recognized society's movement to "eat local" without additional additives and that may be a source of competitive advantage. Our goal is to produce a more "pure" product that consumers would be willing to pay a higher price for, a wine that guests will purchase by the glass, but will be unable to take a bottle home. This is because without preservatives the wine will spoil quickly and create a bad image for the winery. Foreseeable challenges include all the maintenance aspects associated with putting in the equipment needed to serve the more "pure" wine.

## Marketing the Winery and Wines

Joyce and Yvan use wine labels as the primary means of marketing. The labels are printed with scenic views of the property, and branded with the blue gates which welcome visitors as they enter the drive into the winery. The same logo is used on cards, brochures, and other media, with the goal of immediate recognition and association of the blue gates with BEW. In addition, they incorporate thought provoking quotes on the bottle labels to encourage reflection and discussion. For example, one of the photographs on the label is upside down...graphic designers will often catch it but its goal is to display the reflection off the water and the beauty of the landscape; another label depicts an actual event occurring on the property. Labels are "Bop", i.e. they can easily be peeled off the bottle so as to not disintegrate when chilled.

The winery plans to hold regular wine tastings that will be priced reasonably at \$5.00, includes the wine glass, in order to get the branded glasses into the homes of customers which help serve to market the winery. Deciding upon the proper percentage of sugar to be added provides one of the challenges in decision making. Sugar content is gradually increased by approximately half a percentage

point at each stage and tasted each time<sup>2</sup>. Yvan and Joyce involve their employees and volunteers in the tasting process, yet have complete control over the development of each and every type of wine, a benefit of owning a small, boutique-like winery. "We want to steer clear of becoming too commercialized and developing wine through formulas", said Joyce.

Other than the normal outlets for marketing like participating in wine festivals, and displaying at farmers markets, the winery plans to mobilize its unique advantage of its location; being close to a large university. Promotional events that target alumni and faculty, like on campus tailgate parties at football games, and parent's weekend sales, are all in the plans. Likewise, fans that do not have tickets to the game and who are guests at the winery or the inn would be welcome to stay and watch the game on a big screen, while activities for parent's weekend could involve a self-escorted hike and wine tastings. Getting their brand out to the public is a major initiative and challenge for BEW.

## Future Goals: Organic Winery?

As a future strategic initiative, BEW would like to transform itself into an organic winery. Organic wine as well as organic vineyards are becoming increasingly popular among wine enthusiasts. Organic Wine News describes organic grapes to be "grown with attention and care for the environment, without the use of fertilizers, gene technology and with minimum use of chemical pesticides" (organicwine.info). Not only is producing organic wine becoming increasingly popular, there is also a huge market potential for organic vineyards. The only organic vineyards to date are located in Sonoma, Oregon, Napa, Colorado, Washington, Sierra Foothills, New York, Mendocino, and the Central Coast.

The increase in labor required to grow and manually harvest organic grapes is an important aspect to be considered. After the grapes are harvested, the preparation of the grapes follows conventional wine preparation, except that the filtration process is limited to the extent possible. While organic wineries overall may use less energy, thus lowering energy costs, they require an increase in labor force, and face the threat of new and exotic pests. So while going organic would entail using chemicals that are safer for the environment or using herbicides and pesticides that are organic in formulation, Joyce explains that "we are considering sustainability and being environmentally friendly by getting pigs to eat the pulp, and purchasing sheep to graze in between the rows of the vineyard. However, I don't see this happening in the short term, but currently focused on other challenges that start-up wineries face".

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<sup>2</sup> One of the authors participated in the process and tasted every sample! It was very interesting to see how much difference half a percent of sugar made in the taste and smell of the wine. While Yvan and the author preferred the drier wines with less residual sugar, consumers in the area seem to prefer the sweeter variety so, as any wine maker knows, you have to produce what your consumers will buy, not simply what the wine maker prefers. At the end of the tasting, Yvan chose to add just enough sugar to create a semi-sweet wine.

The Beliveaus want to continue to hold true to their small boutique-like atmosphere while continuing to promote various events and activities that attract visitors. By promoting their events and Bed & Breakfast business, they are hopeful that their wine sales will continue to increase. Rather than a formal business plan, Joyce and Yvan have adopted a contingent and flexible business plan for their winery, a decide as you go along approach for a business that was born out of a hobby and a passion for fine wine. Yet, as they think about the future, they will have to analyze upcoming trends in the industry and make strategic decisions based on those trends. They will have to anticipate challenges that may occur if they go organic, or change future direction. Wineries, like other businesses, are risky investments, and it is important to not only create a competitive advantage but also to adapt to changing circumstances, foreseen or unforeseen.

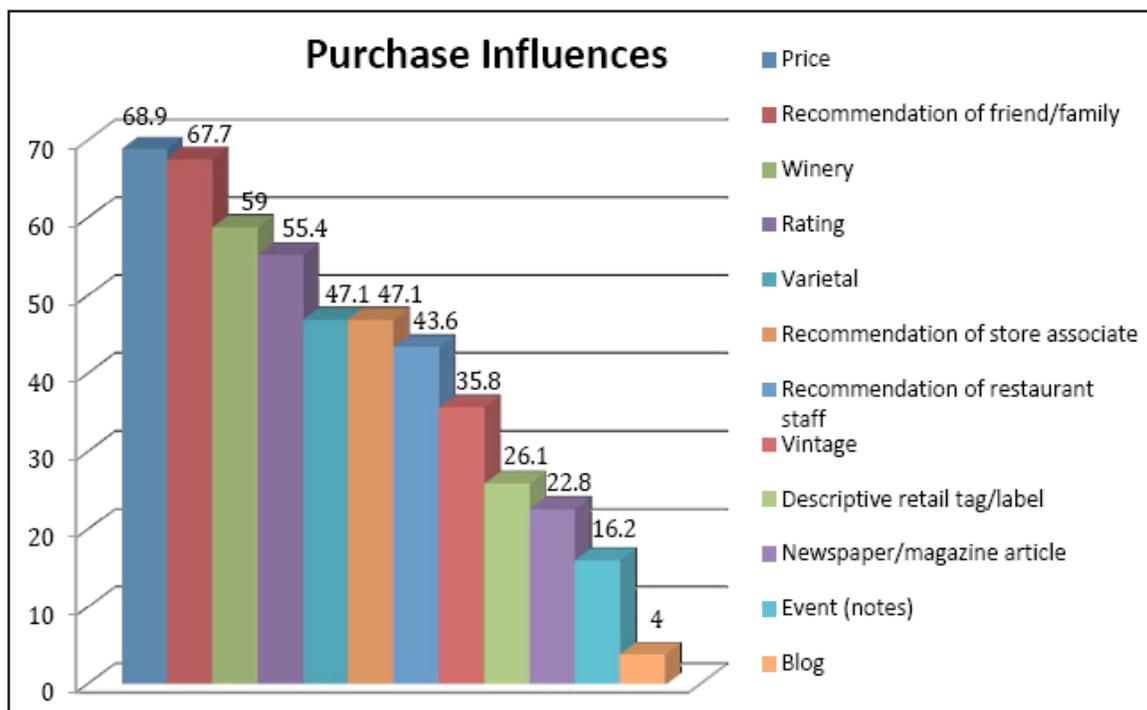
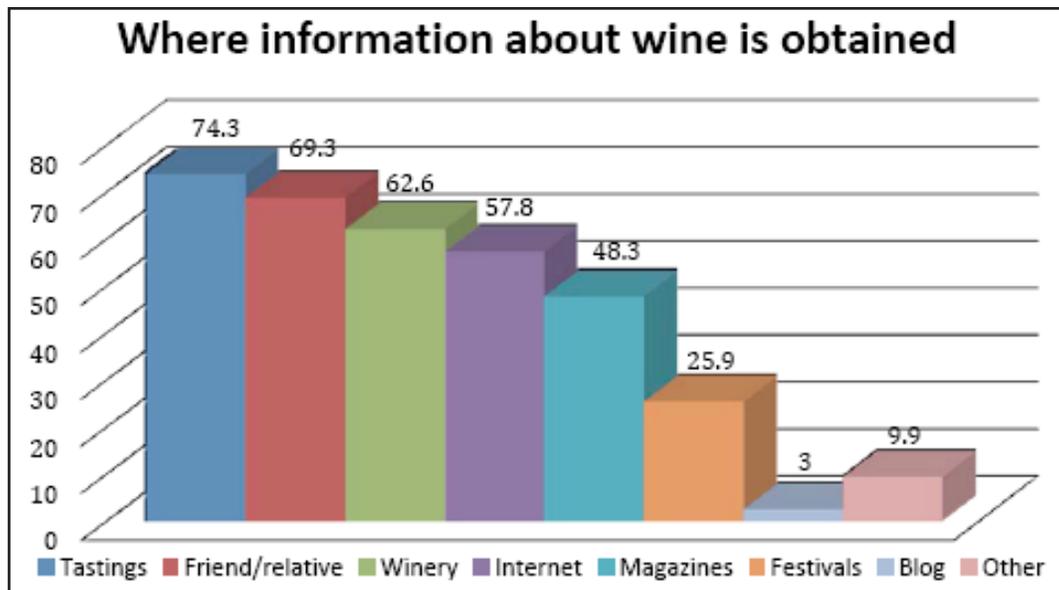
Assume that the next day, Joyce wakes up and decides to hire you as a consultant / advisor to the winery business, and asks you to work on a long-term strategic plan for the business. Prepare a report to submit to Joyce with case analysis, alternatives available, and recommendations for action.

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Appendix A

Virginia Wine Industry Graphs



Source: Virginia Wine Board, 2012.

Appendix B

Beliveau Estate Winery Wine List

*Beliveau Estate Winery*

**Tastings: \$5.00 (\$4.76 + .24 sales tax) to taste 6 wines. \$6 (\$5.73 +.27 tax) to taste 8 wines.**

**"Destiny":** This dry crisp Vidal Blanc is an excellent sipping wine, especially on a hot summer afternoon. It is great with pork. Enjoy with our variety cheese plate.

Notes: \_\_\_\_\_ **\$16**

**"Afternoon Delight:** A lightly oaked dry Vidal Blanc. This wine has interesting overtones of grapefruit, melon, almond, clove, and a hint of white chocolate. Wonderful with fish, lamb, and our chicken salad wrap.

Notes: \_\_\_\_\_ **\$18**

**"Lovers Quest":** A light sweet Vidal Blanc. This wine is a favorite of those who like wine not too sweet and not too dry. Delicious with our date and pear cheese spread

Notes: \_\_\_\_\_ **\$15**

**"Reflection":** This hearty Traminette wine has complex notes of apricot, lychee and lemon. This wine is a luscious bold sipping wine. It is great with cheese and fruit.

Notes: \_\_\_\_\_ **\$18**

**REDS:**

**Silhouette:** Our oaked dry Cabernet Sauvignon is a cornucopia of red berry flavors: raspberry, strawberry, cherry, and red current, topped with an overtone of cinnamon. Notes: \_\_\_\_\_ **\$20**

**"A Cappella":** A red table wine made in a semi-sweet style. This light yet fruity wine has distinct overtones of blueberry and is wonderful as a red sipping wine on cool or warm days.

Notes: \_\_\_\_\_ **\$16**

**"Warm Glow"** Our Semi Sweet Chambourcin Reserve is rich in flavors of plum, dark cherries, almond and succulent pear. This is wonderful with beef and other hearty meats.

Notes: \_\_\_\_\_ **\$20**

**"Serenity":** This Chambourcin is an after dinner favorite. Its decadent full yet mellow flavor pairs fabulously with Chocolate and Tiramisu. Enjoy with our chocolate brownie.

Notes: \_\_\_\_\_ **\$19**

**"Summer Rose":** A sweet wine of blended reds. YUMMY! **\$15**

<b>Wine by the Glass:</b>	<b>Destiny, Lovers Quest, A Cappella, Summer Rose</b>	<b>\$ 6.00</b>
	<b>Afternoon Delight, Reflection</b>	<b>\$ 7.00</b>
	<b>Silhouette, Warm Glow</b>	<b>\$ 8.00</b>
	<b>Serenity</b>	<b>\$9.00</b>

Red Zins mid-high \$20's  
 1 => imported from Cali. (TWIN)