GROWTH OF BREWERIES, WINERIES AND DISTILLERY IN KENT COUNTY

Kent Economic Summit 2014
Cindy Small
Kent County Tourism
WHERE WE STARTED: 1993

- This segment of industry, also known as “agri-tourism” due to the influx of customers from out of the area visiting arm wineries, plus breweries and the distillery working closely with producers such as Fifer’s and distribution of “waste product” to cattle farmers, blossomed in Kent County in 1993 when the Pizzadili Brothers planted their first grapes.

- For years, Pizzadili was Kent County’s best keep secret, and the only alcohol-producing entity in the county.
BREWERY OPENS IN 2003

- Fordham & Dominion Brewing Company, with operations in Maryland and Northern Virginia, made the decision to relocate its entire brewing operation to Dover in 2003.
- Since then, Fordham has expanded its capacity and product line of beer and sodas.
- In recent years, Fordham & Dominion brands have focused on their 150-mile market share, developing special events and brewing award-winning beers.
Bing, Bang, BOOM!

Within a few months of one another, Harvest Ridge Winery in Marydel, Painted Stave Distilling downtown Smyrna and Mispillion River Brewing in Milford came on the scene, giving Kent County five locations and the only county in Delaware with at least one brewery, one winery and a stand-alone distillery, giving Kent County the “full experience” edge
Today Pizzadili Winery and Vineyards in Felton is a full-scale wine production operation making more than 20 varieties of wine.

- Hosts more than 30 weddings per year as well as many other events and festivals.
- Retail store, winery, catering.
Barrelage is up year-to-date 15+ percent
Growth is all within 200 miles of the brewery
Tours continue to grow 40+ percent with many new faces from out-of-state
Employee base at an all-time high: 38 jobs +/-
HARVEST RIDGE WINERY: 2014

- 13 varieties produced in the first year. Best Sellers: Country Bloom, Blue Hen Blue
- *Fingerlakes International Wine Competition*: Country Bloom (Silver), Chardonnay (Bronze), Vidal Blanc (Bronze), Peach (Bronze) and Apple (Bronze)
- *International Craft Awards*: Chambourcin (Gold)
- *Atlantic Seaboard Awards*: Pinot Gris (Silver), Vidal Blanc (Silver), Chambourcin (Bronze), Apple (Bronze) and Blue Hen Blue (Bronze)
- Trailblazer Award recipient 2014
Doubling production
Expanding into cider
Annual Events:
- Food Truck Competition - Fundraising for Operation White Tail
- Stomp Out Cancer - Fundraising for AI DuPont Children's Hospital
PAINTED STAVE DISTILLING: 2014

- Opened Nov. 2013
- Began statewide distribution in April 2014
- Silver Screen Vodka, Candy Manor Gin, Old Cooch’s Corn Whiskey and Time Warp Espresso Vodka
- Purchasing local grains, herbs, fruits and supplies
- Music and private events, fundraisers
- Averaging 120 tours/month and 600 visitors per month with 20 percent repeat customers
MISPILLION RIVER BREWING: 2014

- Located in Milford industrial park
- Brewing more than 20 varieties including award-winning beers
- Taproom and has expanded into Delaware distribution and canning
- Special events, fundraisers
WARLOCK BREWING CO.: 2015

- To be located in Smyrna’s industrial park
- Full-scale production brewery with a taproom/tasting room and distribution throughout Delaware
- American-style beers, brews with Belgium flavors, and German lagers and ales. He’ll also have specialty recipes and seasonal beers
GOOD LIBATIONS TOUR: 2014

- Marketing initiative of Kent County Tourism and the five locations
- Passport and new “Glassport” programs
- Website, Facebook, Pinterest and Mobile application
- Regional marketing
- Travel writer fam tour
New collaborative wine region, Delaware, ES/Maryland, South Jersey, SE PA

- Launched last week after a year’s planning
- First multi-state region on the east coast
- 45 wineries
GOOD LIBATIONS TOUR: 2015

- Campaign in Mid-Atlantic Brewing News, Southern Living, etc.
- Adding transportation options
- Working to build overnight visitations
THANK YOU!

Kent County Tourism
www.visitdover.com
csmall@visitdover.com
302-734-4888