



Who We Are

AVP Wine Collective is a collective winery and commercial wine storage facility in the Portland metro area.

We help emerging winemakers launch and support experienced winemakers by providing a well-organized, well-equipped winery alongside a supportive community and expert help.

We are creating the next generation of Oregon winemakers through our incubator program.

This program is orchestrated by Carrie Wynkoop, CEO of AVP Wine Collective, Corey Schuster, Winery Director of AVP Wine Collective and Owner of Jackalope Wine Cellars, and Cristina Gonzales, Owner of Gonzales Wine Co.

Program Description

This program is designed to foster the growth of a more diverse landscape of winemaking projects and support communities that lack representation in Oregon wine.

Our Goal

To engage 2 to 3 new winemakers each year in the process of launching their own brand and offer them training, support and expertise in reaching their goals.

Who We Are Looking For

People with a passion for wine and the commitment to creating their own brand. Previous experience in wineries or sales is beneficial but not necessary! We're looking for people who clearly demonstrate their desire to make exceptional wine but also to build a distinctive brand and market their product effectively. We encourage members of historically underserved communities to apply!

Time Commitment

In the months leading up to harvest we will spend 5 to 10 hours meeting to discuss your business plans, your wine making plans and how to work in the winery.

We anticipate that you will be on-site during harvest and to be a part of every aspect of winemaking. We will ensure you have a clear idea of what needs to get done (and when) heading into your first year of production. We will offer guidance and support, but you will ultimately be responsible for your own production. You'll definitely get your hands dirty!

We understand that you may have a day (or evening!) job and will do our best to work with you on scheduling our meetings and production at a time that works best for everyone.

What We Provide

Year 1 100% discounted production fee on 2 tons

Use of all production equipment and supplies

Winemaker consulting includes but is not limited to:

- How to find a vineyard partner**
- Which grapes to buy**
- What kind of wine to make (white vs pink vs red)**
- Varietal specific winemaking**
- Vessel acquisition**
- Additions recommendations**
- Winemaking guidance from beginning to end**
- Instruction on use of equipment and best practices**

Business consulting includes but is not limited to:

- How to apply for permits**
- How to set up business structure**
- How to write a business plan**
- Online presence**
- Branding and voice**
- How to sell wine**
- Self-distribution vs. distribution. In-state distribution vs out-of-state distribution**
- Finances of a small winery**
- How to ship wine**

Community networking

Opportunities to network with both AVP wineries and the broader Oregon wine community.

Year 2 50% discounted production fee up to 5 tons
***Includes 20 hours of winemaking staff time**

Year 3 25% discounted production fee up to 5 tons

What You Will be Responsible For

You will need to raise funds for fruit purchase and hauling, packaging supplies (bottles, corks, labels, and boxes), bottling fees, licensing and registration costs and potential brand design and marketing expenses.

We will work with you to calculate expected costs for your first year in business and provide support to find low cost grapes and supplies for your use.

Deadline, Timing, Logistics

Applications are due no later than April 30 and will be reviewed on a rolling basis.

Process will include an interview before final selection.

Winemakers will be notified of their participation program no later than May 15. Our planning process will begin immediately.

Incubator Program Application

In addition to the application questions below, please submit a current resume and a cover letter explaining your journey in the world of wine and why you'd like to be a part of our incubator program. Submit all materials or any questions to Carrie Wynkoop via email, carrie@avp.wine.

First & Last Name: _____

Preferred Pronouns: _____

Phone Number: _____

Email Address: _____

Name and contact information for one professional reference (does not have to be in the wine industry):

Questions:

What abilities do you bring to this program?

What are the barriers for you to get started with your own wine brand? What do you need help with?

What other commitments will you be juggling during this program?