



Rural Development • Business Programs • Value Added Producer Grant

dov'è il vino? (Where is the Wine?)

Feather River Vineyard near North Platte was looking for an opportunity to increase an awareness of its product offerings through expansion of on-site sales and off-premises sales to the larger metro areas of Nebraska (Grand Island, Kearney, Hastings, Lincoln and Omaha).



Feather River Marketing signage. Photo taken by Geno Bonomo, FRV, LLC.

Feather River Vineyards received a Rural Development Value-Added Producer Grant for \$49,298. Funds, matched dollar for dollar by Feather River Vineyard, were used to expand on-site and off-premise sales by hiring a dedicated sales person to market to the larger metro areas and purchasing signage, vehicle graphics, rack cards (for motels, rest stops, chamber offices) and wine related supplies (bottles, labels, corks).

Feather River Vineyards hired a dedicated sales person to expand their market area to the larger metro areas of Nebraska. The sales person, who drives the company van with vehicle graphics, has been a catalyst for growing Feather River Vineyards product distribution, brand recognition and sales.

Signage, purchased locally, has increased the visibility of the storefront near North Platte. Rack cards displayed at local tourism venues has also helped increase out of town traffic by 23% and sales in the tasting room have increased 40%.

Other businesses have benefited from the VAPG grant. Bottles, labels, rack cards, vehicle graphics and entrance signage were purchased from other businesses. Businesses selling the wine have recognized additional sales. Co-Owner Dr. Jeff Brittan said, “The VAPG provided assistance with marketing, sales and capital expenses. The grant has allowed us to develop in areas that would have otherwise not been developed. The assistance with production expenses has allowed us to share our cost savings with our customers, thus expanding our market share.”

Obligation Amount: \$49,298 Grant

Date of Obligation: 3/12/2012

Congressional District: Representative Smith 03, U.S. Senators Mike Johanns and Deb Fischer

Demographics: A greater marketing area was accessed.

Impact: More people are able to enjoy the fine wine of Feather River and sales for Feather River have increased.