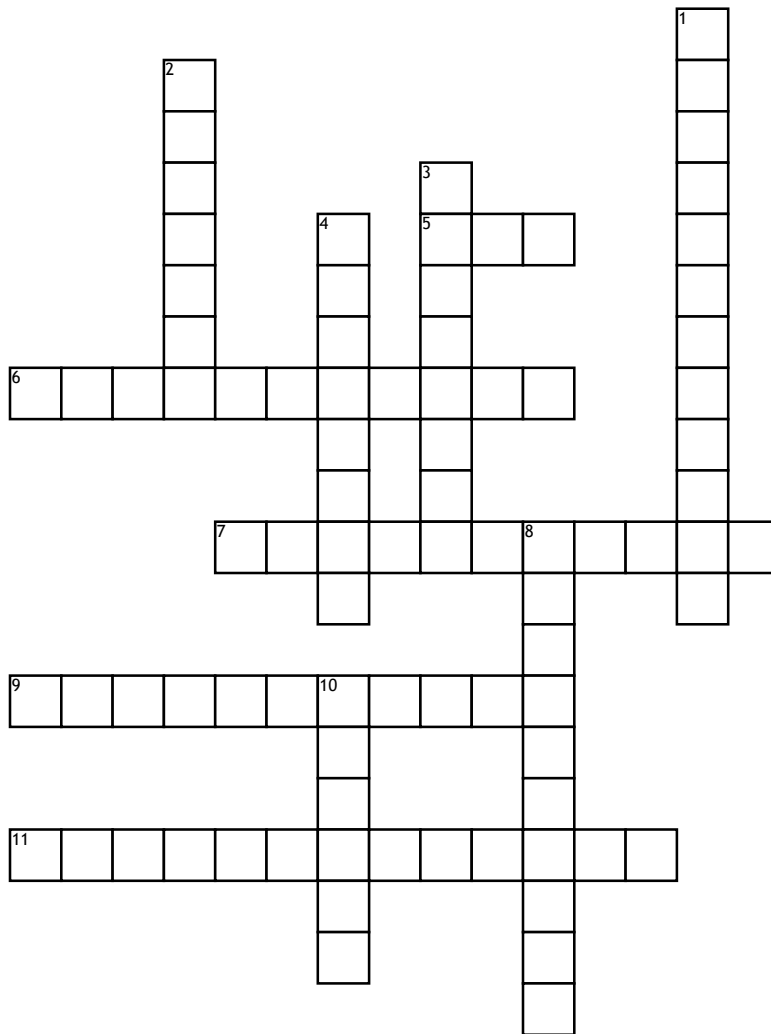


Name: _____

Date: _____

Marketing Texas Wine



Across

5. American Viticultrual Area; a designated wine grape growing region
6. One of the leading wineries of the Texas wine resurgence in Jan 1976
7. Consumer type that sees wine as a status symbol
9. Which President had Texas wine at his Presidential Inaugural Ball?
11. The belief in the inherent superiority of one's own ethnic group or culture

Down

1. Consumer type that is generally looking for good wine deals
2. Marketing campaign put forth by the Texas Department of Agriculture
3. Oldest continuously operating winery in Texas
4. Made from or belonging to a single specified variety of grape
8. Consumer type that is knowledgeable about wine
10. An establishment where wine is made, but not necessarily where all wine was grown nor bottled.

Word Bank

Ethnocentrism

Enthusiast

Winery

Image seeker

Varietal

Savvy shopper

AVA

George W. Bush

Llano Winery

GO TEXAN

Val Verde