

## Calendar of Events

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May 12, 2026

### **Legal & TTB Considerations For Production of Non-Alcoholic Wine & Ready-to-Drink Beverages**

09:00 AM - 10:00 AM EST

Jenn Cooper, 3157199808

jennifercooper@nywgf.org

*As non-alcoholic wines and ready-to-drink (RTD) beverages continue to gain traction, producers face a complex and evolving regulatory landscape. Understanding how these products are defined, classified, and regulated is critical to bringing them to market successfully—and compliantly.*

*This webinar will break down the key legal and regulatory considerations for producing non-alcoholic wine and RTDs, with a focus on federal requirements and New York-specific implications. We'll clarify how "non-alcoholic wine" is defined under federal rules, when a product is no longer considered wine, and how that shift impacts oversight—whether through the TTB or FDA.*

*Participants will gain practical guidance on labeling requirements, including what must be disclosed versus what is optional, as well as when formula approvals are required and how to prepare for submission. The session will also explore state-by-state considerations, common compliance pitfalls, and real-world examples of both compliant and non-compliant products.*

*We'll also cover approval timelines, available regulatory resources, and key marketing and advertising dos and don'ts to help ensure your product positioning aligns with current rules.*

*Whether you're exploring new product lines or already in production, this session will help you navigate the regulatory landscape with greater clarity and confidence—so you can innovate without missteps.*

May 20, 2026

## **Fighting Downy Mildew in Grapes with Titanium Dioxide and Crop Diseases with UV-C Light**

09:00 AM - 10:00 AM EST

Jenn Cooper, (315) 924-3713

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*As disease pressure continues to challenge vineyards and specialty crop growers, emerging technologies are offering new ways to manage pathogens while reducing reliance on traditional fungicides. This webinar explores how titanium dioxide (TiO<sub>2</sub>) and ultraviolet (UV) light, including UV-C, can be used as innovative tools to control grape downy mildew and other crop diseases.*

*We'll begin with an overview of photocatalysis, where TiO<sub>2</sub> interacts with UV in daylight to produce reactive by-products that can quickly deactivate fungal and bacterial pathogens. Field research from 2025 will be highlighted, including applications on Vidal Blanc vines that significantly reduced downy mildew severity and sporulation when applied after rain events. Attendees will also learn how this approach compares to standard organic treatments.*

*The session will also examine the role of artificial UV-C light as a standalone disease management tool across a range of crops. We'll discuss how UV-C can be used to suppress pathogens, and where research is heading for broader agricultural applications.*

*Practical guidance will cover application methods, including mixing and spray techniques, timing considerations for maximum effectiveness, and key factors such as concentration rates and potential risks of overapplication. Safety considerations, current regulatory status, and real-world cost comparisons will also be addressed to help growers evaluate feasibility.*

*Attendees will leave with a clearer understanding of how TiO<sub>2</sub> and UV-C technologies work, where they show the most promise, and what questions remain as research continues to evolve.*

### **Key Topics Include:**

- How TiO<sub>2</sub> and UV light work together to control plant pathogens*
- 2025 research results on managing grape downy mildew*
- The role of UV-C light in crop disease suppression*
- Application timing, methods, and concentration considerations*
- Benefits, limitations, and potential risks*
- Cost comparison with conventional and organic treatments*
- Safety practices and current regulatory landscape*

### **ABOUT OUR PRESENTERS...**

*Jennifer Brons has a Master of Science in Lighting from Rensselaer Polytechnic Institute and over 30 years' experience throughout the lighting industry. Ms. Brons' research has focused on field and laboratory studies of lighting technology, including disinfection systems. In addition to her design and research activities, Ms. Brons develops educational material about the effective use of light.*

*Dr. John D. Bullough is a Program Director at the Light and Health Research Center, part of the Icahn School of Medicine at Mount Sinai. In addition to agricultural research, he studies the effects of lighting on people and the environment in indoor and outdoor locations. John has a Ph.D. in multidisciplinary science and an M.S. in Lighting from Rensselaer Polytechnic Institute.*

June 11, 2026

## **Designing Compliant Wine Labels & Marketing in a Wellness-Focused Market**

<https://nywgf.zoom.us/j/85872865636>

09:00 AM - 10:00 AM EST

Jenn Cooper, 315-924-3713

[jennifercooper@nywgf.org](mailto:jennifercooper@nywgf.org)

*As consumer interest in ingredients, nutrition, sustainability, and wellness continues to grow, wineries are getting more questions than ever about what can legally be shared on labels, websites, and social media. This webinar will break down the real rules behind wine labeling and marketing so your team can communicate with confidence while staying compliant.*

*We'll walk through what the TTB allows when it comes to labeling information such as sugar content, sulfites, calories, and ingredients, and explain where the lines are drawn around common "better-for-you" or wellness-focused claims. The session will also clarify what qualifies as a health claim under TTB and FDA guidance, and what types of statements may require disclaimers or be avoided altogether.*

*In addition to claim language, we'll cover practical compliance considerations, including how to talk about sustainability, transparency, and production practices in a way that is both compelling and legally sound. The program will also address allowable revisions to approved labels, including when seemingly minor changes—such as adding descriptive marketing text—can trigger the need for a new label approval.*

*Because marketing today extends far beyond the bottle, the session will include guidance on website and social media do's and don'ts, helping wineries understand how compliance applies across digital platforms where messaging can sometimes feel less regulated.*

*To bring the topic to life, the webinar will feature real-world examples and case-style scenarios that highlight compliant versus problematic language in labeling and marketing copy. Attendees will leave with a clearer understanding of how to promote their wines effectively while avoiding common regulatory pitfalls.*