



Report on the Advisory Commission on Maryland Alcohol Manufacturing and Promotion December 2025



Wes Moore, Governor | Aruna Miller, Lt. Governor

Background

Established through Chapters 461 and 462 of the 2022 Session of the Maryland General Assembly, the Advisory Commission on Maryland Alcohol Manufacturing and Promotion (Commission) was created as a successor to the Advisory Commission on Maryland Wine and Grape Growing. It is staffed by the Maryland Department of Commerce (Commerce).

The Fund

The enabling legislation also created a Maryland Alcohol Manufacturing Promotion Fund (the Fund), and authorized the Department to award certain grants from the Fund for certain purposes. Grants may be awarded to eligible applicants to:

- Foster the creation and expansion of the State's breweries, distilleries and wineries;
- Attract new visitors to the State's breweries, wineries and distilleries;
- Encourage and create incentives for special events to promote State wineries, breweries and distilleries;
- Educate the public about alcohol manufacturing in the State, including its rich history;
- Support the expansion of minority ownership and participation in the operation of State breweries, wineries and distilleries; and
- Research and develop incentives for how to promote use of the State's agricultural products in the production of the State's beer, wine, and spirits.

Composition

The Commission is composed of the following gubernatorial appointees: two members representing breweries; two members representing growers; two members representing wineries; and two members representing distilleries. Additionally, the Commission includes a member representing the University of Maryland College of Agriculture and Natural Resources; Secretary of the Department of Commerce or designee; Secretary of the Department of Agriculture or designee; Special Secretary of the Governor's Office of Small, Minority and Women Business Affairs or designee; one member from the Alcohol and Tobacco Commission; one member appointed by the President of the Senate; and one House member appointed by the Speaker of the House. The terms are three years with staggered term dates. The Chair is appointed by the Governor.

Members

- Jaime Windon, Lyon Rum/Windon Distilling (Chair)
- Robert T. Butz, Owner & Founder, Windridge Farm, LLC (Vice Chair)
- Mark Burke, Streetcar 82 Brewing
- Joan Cartier, Ph.D., Co-Owner, Links Bridge Vineyard
- Roy W. Crow, Co-Owner, Crow Vineyard & Winery, LLC
- Joseph A. Fiola, Ph.D., Principal Agent & Specialist in Viticulture and Small Fruit, University of Maryland
- Kimberly T. Johnson, Co-Owner & Co-Founder, Philosophy Winery
- Jeffrey Kelly, Maryland Alcohol and Tobacco Commission

- Max Lents, Baltimore Spirits Co
- The Honorable Kris Valderrama, Delegate
- The Honorable Craig J. Zucker, Senator

Actions

Membership

New member Max Lents was appointed in February 2025 to replace Scott Jende, Patapsco Distilling Company who resigned in 2024.

Maryland Alcohol Manufacturing Promotion Fund (the Fund)

Fiscal Year 2025, Round 1: There was a public notice of funding opportunity in the fall of 2024. The Commission met on February 20, 2025, to make its recommendations to the Secretary of Commerce on the 16 applications received. The Secretary of Commerce approved the following:

Maryland Alcohol Manufacturing Promotion Fund Fiscal Year 25, Round 1 of Awards

Brewers Association of Maryland	Marketing and social media; expanding minority ownerships; microgrants; multi-day event support - MD Craft Alcohol Conference; and a web applet.	\$230,000
Carroll Camden Business Association	In partnership with the South Baltimore Brewery District for signage and public art to celebrate the industry and its contributions along the walking route of the brewery district.	\$75,000
Conference & Visitors Bureau of Montgomery County, MD	Tastemakers Trail Experience - marketing and advertising	\$226,000
Maryland Distillers Guild	Website overhaul and tourism based marketing campaign.	\$195,000
Maryland Wineries Association	Research, demos, education, extension and activities by University of Maryland College of Agriculture and Research and Development Centers and commercial vineyards.	\$150,000
Maryland Wineries Association	BIPOC events and promotions	\$34,000
Maryland Wineries Association	Maryland Wine Trails refresh; web update w/tri-industry mobile; promotions; and public education.	\$320,000

Maryland Wineries Association	Maryland Wine Coffee Table Book to educate the public and market Maryland wineries.	\$70,000
Preservation Maryland	Engagement events and digital media resources (podcast, online) as part of Spirited History Phase II.	\$41,850
Queen Anne's County Economic & Tourism Development	Shore Pours Campaign - Phase II for long term marketing and branding.	\$50,000
St. Mary's MD, Inc.	Collaborate and support the craft beverage industry with four county based heritage events.	\$74,000

Upon the Secretary of Commerce's approval, the Fund's remaining balance was \$334,510.

Fiscal Year 2025, Round 2: To encumber the remaining funds, there was a public notice of funding opportunity in the spring of 2025. The Commission met on May 1, 2025, to make recommendations to the Secretary of Commerce on nine applications received. The Secretary of Commerce approved the following:

**Maryland Alcohol Manufacturing Promotion Fund
Fiscal Year 25, Round 2 of Awards**

Boonsboro Town Alliance	Bites & Bevs event; Food Truck Festival; education; exhibit expansion, direct tastings, educational exhibits; producer, event marketing and logistics, signage and materials.	\$35,000
Brewers Association of Maryland	Culture on Tap - new initiative/immersive event; planning phase	\$15,000
Maryland Distillers Guild	Rye research, promotion and education	\$33,268
Maryland Distillers Guild	Yeast/Rum research	\$29,500
Maryland Grape Growers Association	Mancozeb, Copper research and education	\$83,870
Maryland Wineries Association	Wine Faults sensory seminar to help winemakers and tasting room staff identify and prevent quality issues, reducing waste and improving product consistency. A Regenerative Viticulture workshop to teach growers about regenerative viticulture practices.	\$25,475

OHLA (Organization of Hispanic Latin Americas)	Raíces y Vinos (Roots and Wines) series; designing a replicable “Cultura & Craft Beverage” model and outreach events.	\$99,750
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More information about the Commission is found [here](#).