



**Oregon Wine Board
2010-2011 Strategic Plan and Budget**

Final Board Review



OWB MANDATE

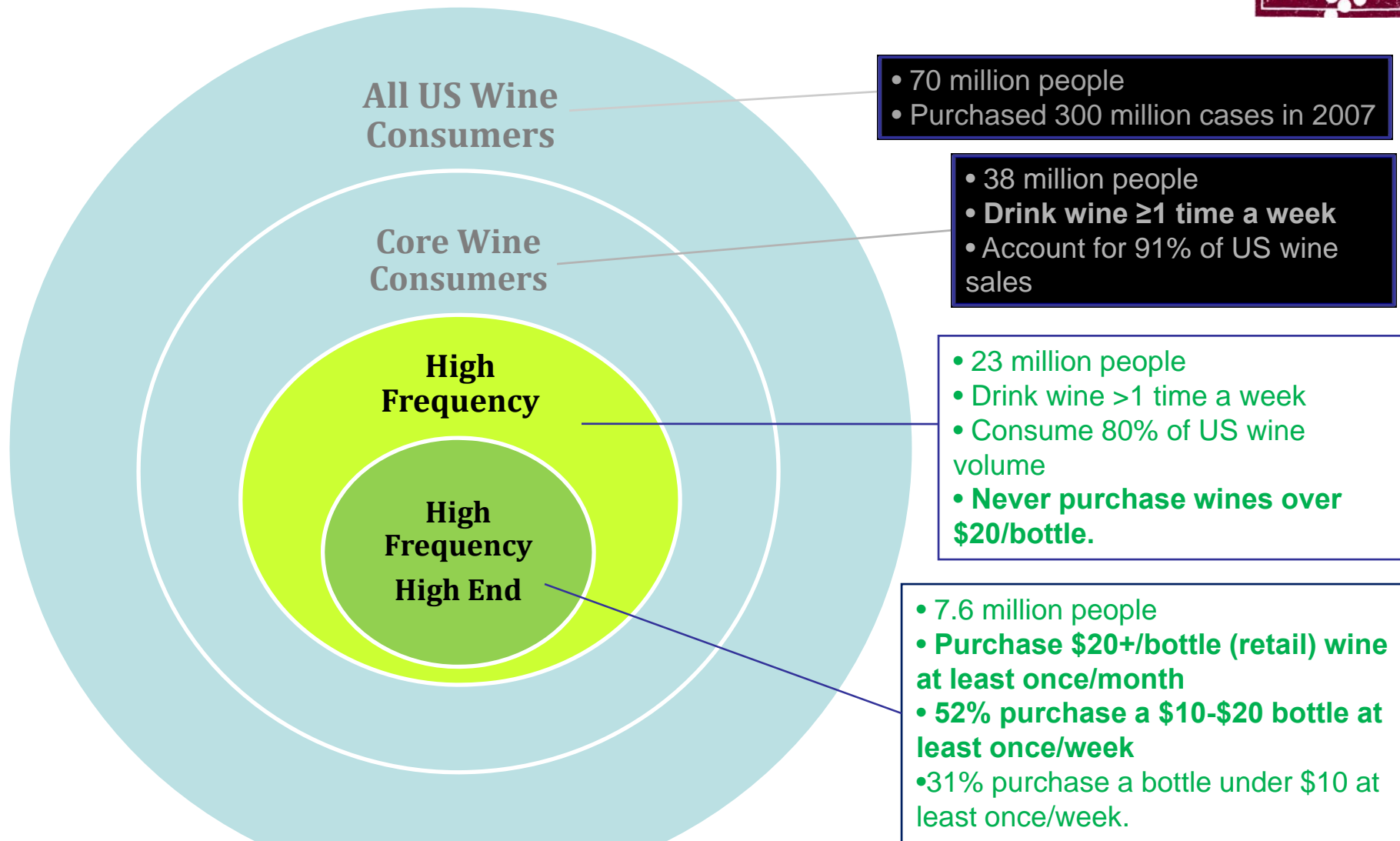
The Oregon Wine Board manages **marketing, research** and **education** initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions.



FY 10-11 MARKETING PLAN



The primary target for the “Oregon Wine” category is the High Frequency High End consumer segment.

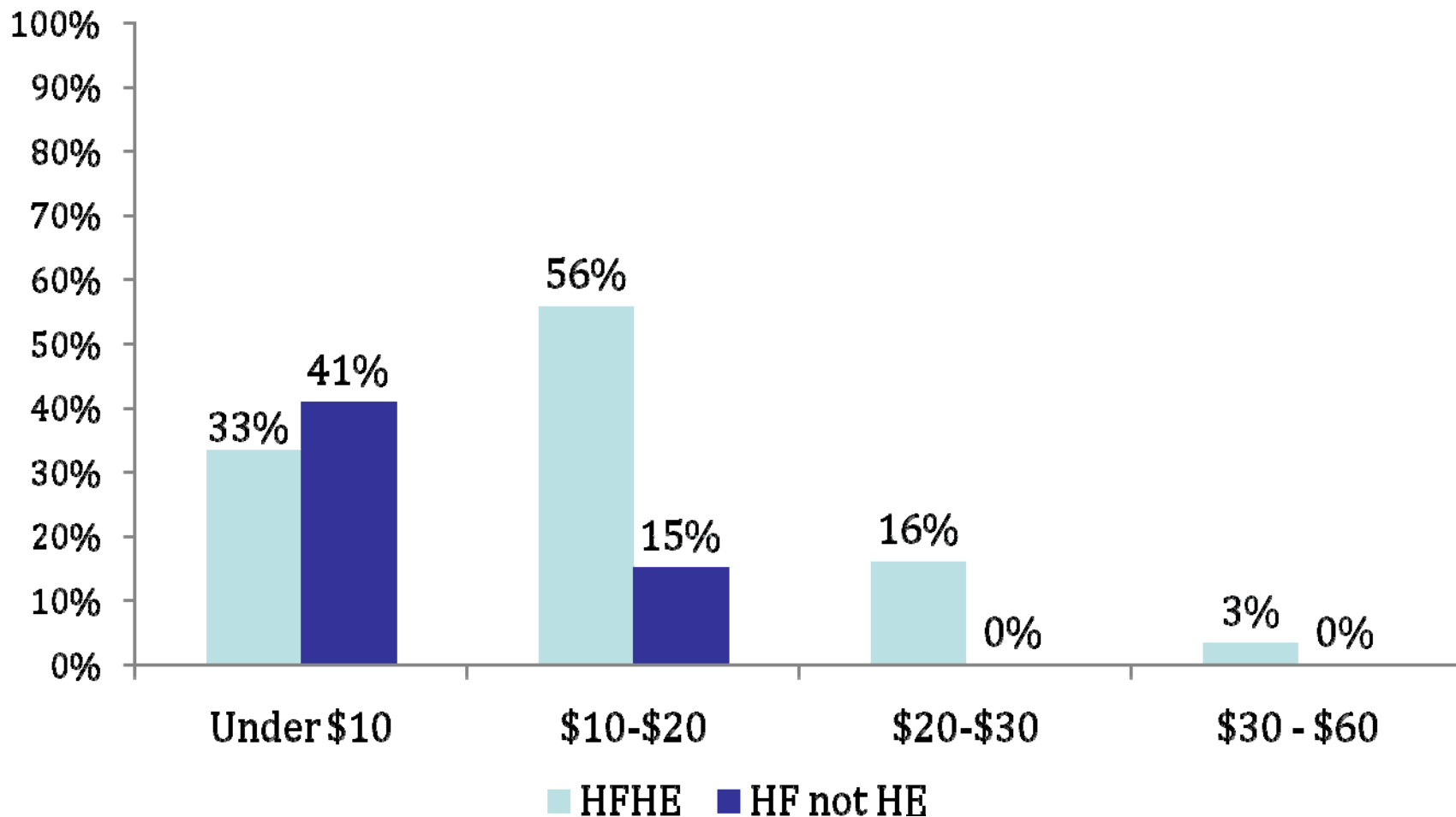


Our programming also reaches a considerable number of HF consumers



HFHEs are defined by purchasing \$20-\$30 wines at least monthly, but their weekly purchases are largely \leq \$20.

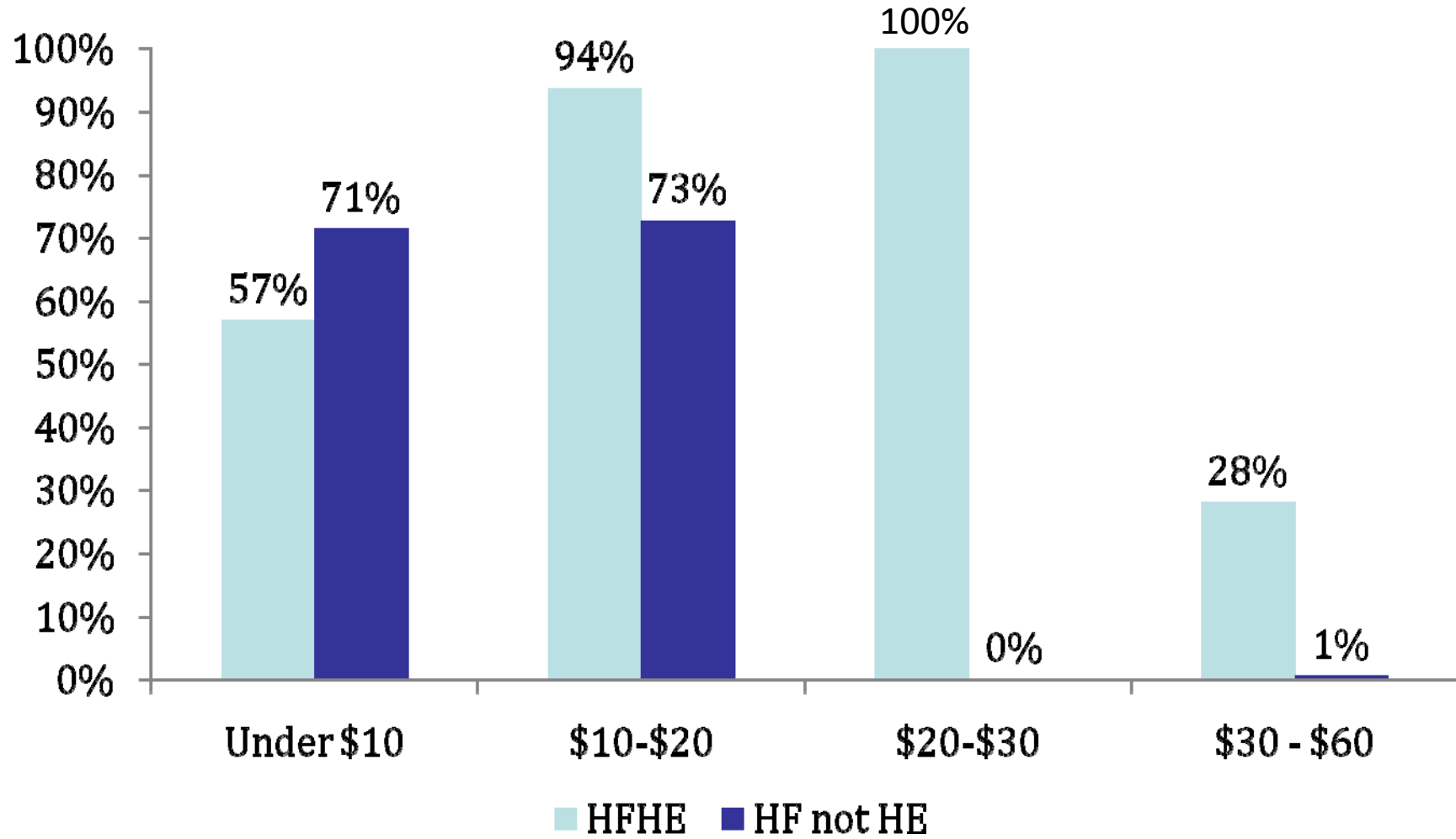
% who purchase wines weekly by price point





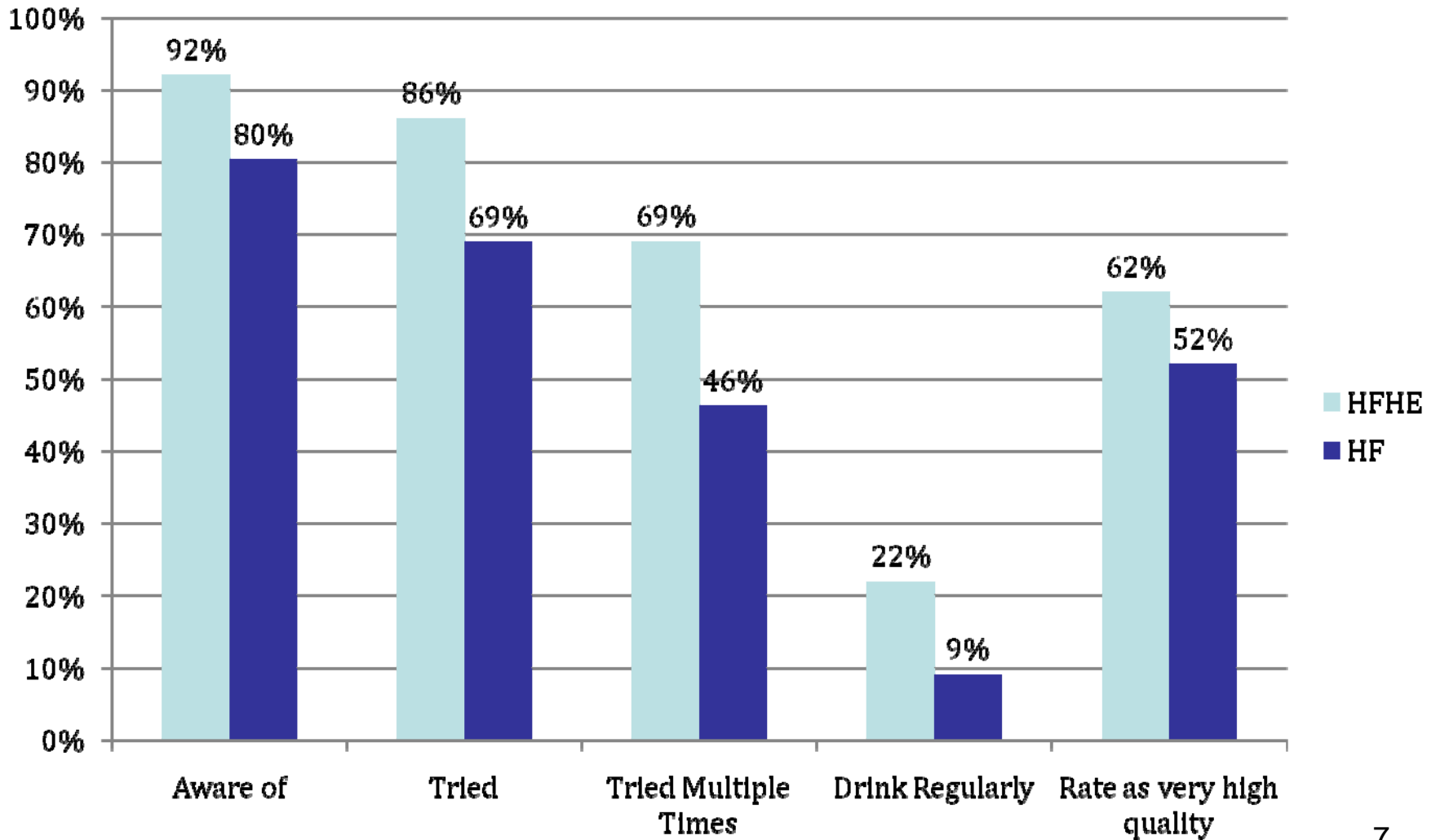
Nearly all HFHEs purchase in the \$10-\$20 and \$20-\$30 price bands, where most of Oregon wines are sold, at least monthly

% who purchase wines at least monthly by price point



Source: Wine Opinions 2009

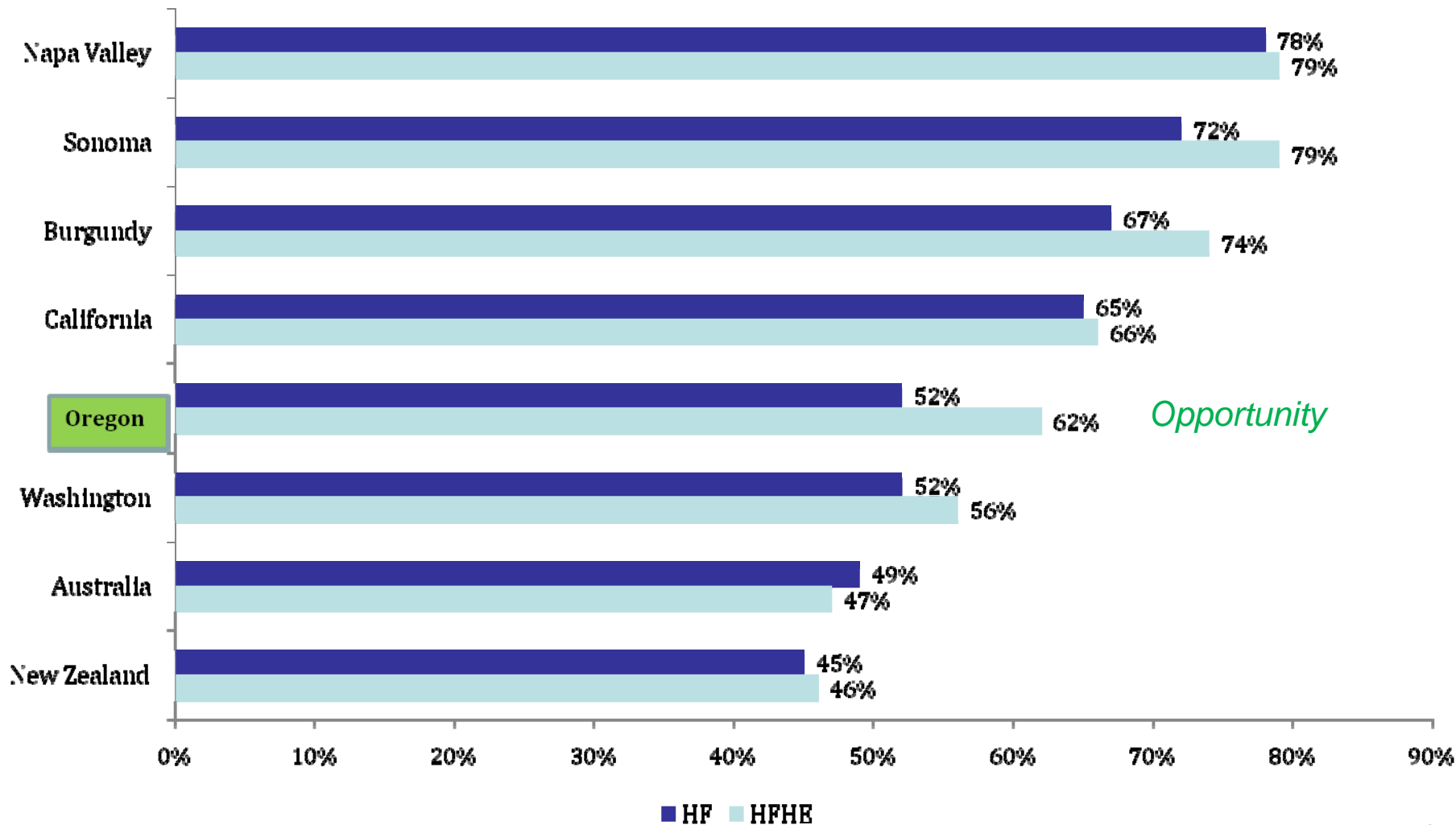
HFHEs have strong “Oregon Wine” awareness and trial rates. The opportunity lies in increasing consumption frequency.



There is a significant opportunity to improve HFHE perception of “Oregon Wine” quality



% of responders who said region was either “very good” or “one of the best” in terms of quality.





“OREGON WINE” CATEGORY MARKETING STRATEGY

Increase the percentage of High Frequency High End consumers who perceive Oregon Wine as high quality and enable the increased purchase of our wines.



Increasing quality perception begins with a messaging platform that differentiates “Oregon wine” with relevance

Place

Countless millennia of volcanic eruptions and cataclysmic glacial action have blessed us with some of the finest soil on earth. This rugged, alluring terrain attracts adventurous winegrowers who farm artisan wines, on the margins, where the most interesting wines are grown.

People

- Authentic
- Forward-thinking
- Approachable
- Principled
- Family owners
- Collaborative
- Environmental stewards

Wine

Our winegrowers thrive on the rewards only possible on this razor’s edge - **uncommonly food-friendly wines truly reflective of place, featuring fresh fruit flavors and lively acidity.** Each vintage celebrates the fascinating expression this place reveals.

Disseminating the “Oregon Wine” messaging will increase both the Brand Value and the Awareness



Model for developing the “Oregon Wine” category strategy



Media Relations programs are the primary vehicle for communicating the “Oregon Wine” message





A new Media Relations initiative will target a large TV audience with an Oregon Grape Stomp

- Targeting exposure on national morning shows (not buying TV commercials, but rather getting featured within the broadcast)
- Oregon Grape Stomp with National Morning Show anchors and Oregon winemaker personality to celebrate harvest
- OWB, TV network partners w/ NYC's City Winery to make Oregon wines with morning show anchors
 - Preview finished vintages in a on-air taste-off to see which anchor made the best blend
 - On-air wine personalities/contributors serve as judging panel



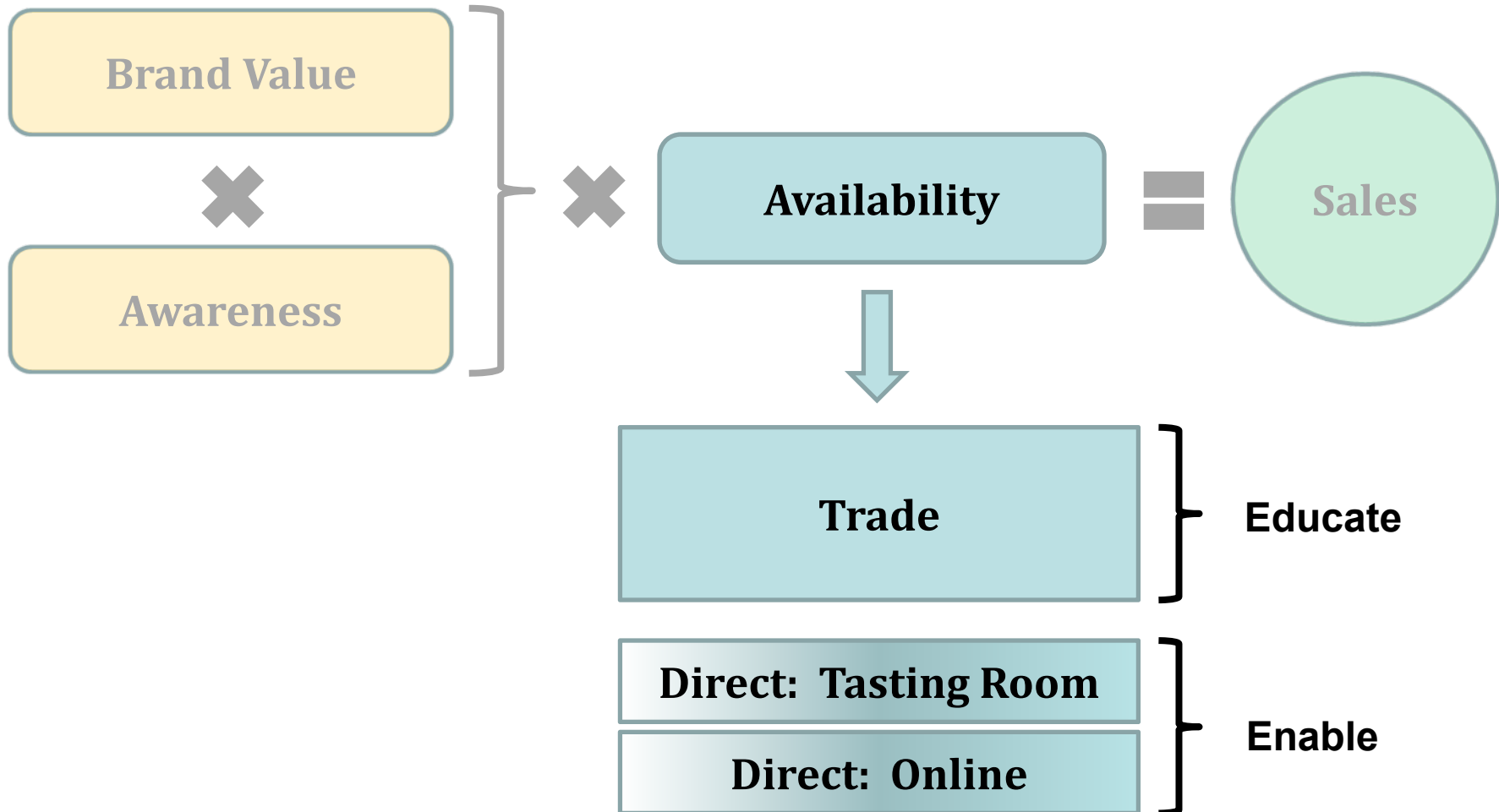


Media, trade and HFHE outreach at the Aspen Food + Wine Classic

- If 2010 research tour reveals future opportunities for category exposure, implement a multi-tiered program:
 - Grand Tasting Pavilion presence
 - Off site event for key attending media
 - Pursue seminar for trade and consumers



Availability is influenced through educating the trade and enabling winery website and tasting room visitation



Enabling direct purchase is achieved very efficiently through online platforms



Web [Show options...](#)

Results 1 - 10 of at

[Explore Oregon Wines](#) [explorer.oregonwine.org/wine](#)

Use this friendly [wine wizard](#), map [Oregon artisan wines](#) to your taste

Sponsored Link

[Oregon Wine Board](#) | [Tour Oregon Wine Country](#), [Buy Wines Directly](#)

The official site of the [Oregon Wine Board](#), offering comprehensive information about Oregon's wines and wine growing regions. Buy Oregon wines directly.

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twitter

Home Profile Find People Settings Help Sign out



OregonWineCtry

✓ Following

Lists Settings

[Wine_com](#) As of 2007, Oregon can now put Pinot Grigio on the label rather than Pinot Gris. Interesting... [#oregonwine](#)

4:03 PM Feb 3rd from TweetDeck

Retweeted by [OregonWineCtry](#) and 3 others

RT@Adelsheim Congrats @AllisonInnSpa for the mention in The World's Most Outrageously Relaxing Spas! [http://bit.ly/bYvLDg](#)

Name Oregon Wine Country
Web [http://explorer.o...](#)

913 1,773 124
following followers listed

Tweets 107

Favorites

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oregonwineries

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What's on your mind?

Attach:

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Options

Willamette Valley Vineyards Just a reminder to join us for a romantic Valentine's Day Weekend at our Pinot & Chocolate Celebration tasting our fabulous Pinot Noirs paired with gourmet chocolate from local chocolatiers: Extreme Chocolates, Bursts Candies, and the Brigittine Monks.

Willamette Valley Vineyards: Pinot and Chocolate Celebration [willamettevalleyvineyards.blogspot.com](#)
Join us for a romantic Valentine's Day Weekend at our Pinot & Chocolate Celebration tasting our fabulous Pinot Noirs (one new release just scored 92pts!) paired with gourmet chocolate from local chocolatiers...

Yesterday at 3:57pm Comment Like Share Report

Oregon Wine Country Paul Cregutt recommends a long list of Oregon wines under \$20 in the Seattle Times. Which bottle will you be buying your Valentine?

Wine Adviser | Oregon's quality pinots join the bargain ranks | Seattle Times Newspaper [seattletimes.znews.com](#)
In the wine industry's price-cutting storm, quality Oregon pinot noir is breaking into the under-\$20 ranks, and buyers are the lucky ones.

Yesterday at 9:21am Comment Like Share

6 people like this.

Michelle Wright Yamada shhh! don't tell everyone!
Yesterday at 10:11am Delete Report

Dean Underwood I'm biased and it's not on the list but Vidcan 2006 won a Silver medal at the 2008 state fair and is retailing for about \$13.00. Vidcan 2007 is \$15.00 and won bronze the last summer. If you like Pinot Gris check out Benton-Laves 2008 for \$17. It was rated a top 100 wine in the world.
Yesterday at 11:46am Delete Report

Write a comment...

Bunny J'aline Love Would like to know a good winery to go tour on the weekend in or near Eugene?

February 4 at 10:51pm Comment Like Report

Oregon Wine Country Bunny, check out wineries, places to stay and where to eat in and around Eugene at [http://www.oregonwine.org/](#)

6,230 Fans See All

Erica McKethan Fred Egghead Sarah Majors
Lorne J. Cassano Troon Winery Carlton Tracy Zeltz

OREGON WINE

DISCOVER OREGON WINE | EXPLORE WINE REGIONS | EXPERIENCE WINE COUNTRY | PRESS ROOM | INDUSTRY

OREGON WINE *finder*

AVA: Rogue Valley
OTHER AWARDS: Silver Medal 2009 Northwest Wine Summit
GIFT SET: No
WINE CLUB: Yes
LOGIN TO MANAGE THIS KUI

2006 Del Rio Vineyards Claret
535.00 / 750 ml

TASTING NOTES:
Our 100% Estate Del Rio Vineyard Claret is a Bordeaux blend comprised of 50% Cabernet Sauvignon, 33% Merlot, 11% Malbec, and 6% Cabernet Franc. Complex and structured, with aromas of cola, cedar, cassia, and blueberry. Mellow tannins carry flavors of black cherries, plum, and sweet French Oak. This tasty blend has excellent balance and a long, layered finish. Enjoy it over the next 7-8 years.

VINEYARD INFORMATION:
Del Rio Vineyards looks over Southern Oregon's Rogue River between the Cascade and Siskiyou mountain ranges. Our soil, rolling hills, alluvial fans, and southern exposure comprise a foundation for great wine making. We build on this foundation through a grower's sensitivity to the land and a winemaker's intuition. With over 200,000 vines producing a diverse selection of grape varieties, Del Rio produces premium estate wines and is a key supplier for fine winemakers. Our unique blend of climate and terrain afford our grapes the elusive quality sought by vintners everywhere.

PURCHASE FROM WINERY
RETURN TO WINE SEARCH VISIT WINERY

DISCOVER OREGON WINE | EXPLORE WINE REGIONS | EXPERIENCE WINE COUNTRY | PRESS ROOM | CONTACT OWB
GROWER AND WINERY RESOURCES | OREGON WINE COUNTRY | FOLLOW US
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OREGON WINE COUNTRY *explorer*

MY TRIP | DESTINATIONS (0) | SAVED TRIPS

WINERIES DINING LOGGING

RoxyAnn Winery ADD TO MY TRIP

OVERVIEW: RoxyAnn Winery is committed to producing wines of character and elegance from the finest vineyards in Southern Oregon's Rogue Valley. We focus on site selection and close grower collaboration as the means to achieve balance and pure fruit expression in our Pinot Gris and Pinot Noir. Our estate vineyards at highest are certified sustainable, and take advantage of the shallow, fractured limestone-clay soils that is ideally suited to producing RoxyAnn Winery's signature ripe, concentrated style with Cabernet Sauvignon, Malbec, Merlot, Cabernet Franc, Grenache, Roussanne, Tempranillo and Syrah.

TOURS AVAILABLE: Tours available. Frequently wine club | BUY WINE ONLINE | WEBSITE

WINES AVAILABLE FROM ROXYANN WINERY:

2004 RoxyAnn 'Parson's Family Reserve' \$75.00 / 750 ml
"...produced from the estate grown grapes at RoxyAnn, the 2003 "Parson's Reserve" is a blend..."
PURCHASE FROM WINERY | LEARN MORE

2006 RoxyAnn Syrah \$30.00 / 750 ml
"...produced from estate grown grapes at RoxyAnn, the 2006 SYRAH displays a dense, pure..."
PURCHASE FROM WINERY | LEARN MORE

2007 RoxyAnn 'Late Harvest' Viognier

WINERY ADDRESS:
205 Miles Rd
Medford, OR 97504
(541) 774-2315
[www.roxyann.com](#)
NEW LAMER MAP | GET DIRECTIONS
Open to Public
Contact Winery

TASTING ROOM:
2285 Miles Road
Medford, OR 97504
GET DIRECTIONS
Tasting Fee: \$3.00
(refundable with purchase)
Hours: 11:00am-6:00pm

VARIETIES:
Cabernet Franc
Cabernet Sauvignon
Claret
Grenache
Late Harvest/Dessert/ice wine

WINERY FEATURES:
Tasting Room
Wedding Facilities
Reception Facilities

WHAT'S NEARBY:
UNIVERSITIES

Oregon Certified Sustainable Wine supports the “Oregon Wine” message and educates trade



- Phase 1 in 2009 successfully generated trade media coverage
- In 2010 we are targeting consumers via media placements
- Website, social media support
- Trade education materials are available to winery salesforces





Trade education

Online education module

- This concept emerged in a recent Marketing Committee meeting and needs a great deal of development. Such a program would serve as the initial OWB foray into trade education:
 - Targeted toward on and off-premise trade with an emphasis on hand-sell accounts.
 - Provides information about the “Oregon wine” category.
 - Potentially includes an online quiz, with a reward for those who excel.
 - “Ask Me about Oregon Wine”
 - Include video and other multimedia components as affordable
- Budget:
 - \$30,000 from OWB funds + \$25,000 from Export = \$55,000
 - Also applied for \$20,000 USDA RBEG grant
- “Why Oregon” PowerPoint complements the online module and offers wineries content they can use in-market

Trade PR

- Promotes module and educates trade on Oregon wine



The Oregon Wine Export Program raises awareness in key markets and builds distribution channels



With \$15K-\$30K in participation fees from exporting wineries and \$40K in OWB funds, we are able to access \$350K from the USDA Market Access Program to promote Oregon wines outside the US.

Japan	UK	Canada	All Other
<ul style="list-style-type: none">• Enjoy Oregon Wine Fair restaurant and retail promotion• Press/trade tours and relations	<ul style="list-style-type: none">• London Wine Fair• January trade tasting• Press/trade tours and relations	<ul style="list-style-type: none">• Summer trade visit focusing on B.C., Ontario, Quebec, Alberta• Press/trade tours and relations	<ul style="list-style-type: none">• Ongoing market activity support• Ongoing trade and media hosting and assistance

FY 10-11 Marketing Programs	Comments	Proposed Budget	Change vs. 09-10
<u>Media Relations</u>		<u>\$60,000</u>	\$10,000
Hosting Journalists		\$15,000	
PR Tools & Services	Mailings, Database, Newswire services, subscriptions	\$10,000	
TV PR: Grape stomp	Harvest stomp/winemaking stunt w/Morning Show	\$15,000	
Guerilla event in Aspen	Off-site event for key journalists	\$20,000	
<u>Collateral</u>	Printed AVA map updates	<u>\$5,000</u>	(\$5,000)
<u>Export</u>	*Items highlighted in blue are entirely funded by USDA.	<u>\$407,930</u>	(\$9,648)
Contractors	Japan and UK	\$67,500	
Promotions	Japan - Enjoy Oregon Wine Fair	\$32,988	
In-market tastings & events	Japan - joint w/ WA?; UK - January and LWF; Canada?	\$95,000	
Hosted media & buyer tours	Japan, UK, and Canada - OPC, IPNC, indiv. tours	\$100,000	
Marketing materials	Maps/website/banners/photography/social media/trade	\$55,000	
OWB expenditures	49K Grant writing and admin, 8K non-reimb. hosting	\$57,442	
<u>Tourism</u>		<u>\$27,500</u>	(\$50,000)
Oregon Bounty		\$25,000	
Brochure distribution		\$2,500	
<u>Website</u>		<u>\$50,000</u>	\$10,000
Search engine marketing	Google/Yahoo paid search = >200k visitors	\$30,000	
Maintenance		\$10,000	
Website updates	AVA pages with alluring photos	\$10,000	
<u>Sustainable Ag/OCSW</u>		<u>\$35,000</u>	(\$10,000)
Marketing programs	Stakeholder education tools	\$13,000	
Legal + Audit fees	Int'l registration + 6-7 wineries will be audited in Jan.	\$12,000	
LVE grant		\$10,000	
<u>Trade/Distribution</u>		<u>\$30,000</u>	\$30,000
Total		\$615,430	(\$24,648)



FY 10-11 RESEARCH PLAN

A proposed increase in the research grant budget aligns with strong Research Committee recommendation



- Expands budget for research grants 16% to \$245K
- Need research on higher-yield, high quality vineyards
- Tie research back to broader identity, purpose – i.e. focus on sustainability
- Research on improving profitability / reducing cost on environment
- More accountability for results – i.e. publishing, industry education

'10 –'11 Viticulture Research Priorities



Determining the influence of viticultural practices within the parameters of the climates and soils of Oregon on:

- Vine balance, performance, fruit composition, and wine quality with the objective of managing production across all quantity levels while maintaining quality.
- Soil and plant water status including irrigation as it affects vine balance, performance, fruit composition, and wine quality.
- Vine nutrition and soil composition, with the goal of identifying better methods for precise monitoring and adjusting plant and fruit nutritional status.
- Concurrently, or as a separate project, developing better methods for monitoring and quantifying fruit ripening and maturity.

Developing or improving existing methods (especially sustainable methods) for detection, identification, management, and prevention of; and education about:

- Vineyard pests, prioritizing mites and mealybugs.
- Vine diseases, prioritizing mildew and botrytis, and abiotic stress conditions.
- Herbicide drift and damage.

Evaluating variety, clone and rootstock selections for current and potential future Oregon vineyard sites.

Developing or improving current methodologies and practices for crop load and yield prediction.

'10-'11 Enology Research Priorities



Studying the effects of viticultural and winemaking practices and grape nutritional makeup on:

- Extraction, timing, and retention of individual tannin and anthocyanin compounds during fermentation and aging.
- Must and wine pH, acid balance, and their effect on cellar and bottle stability.
- Extraction, timing, and retention of aroma and flavor precursors or other constituents that enhance wine quality and influence wine style.
- Concurrently, or as a separate project, developing objective methods or analysis to measure wine texture, mouth feel, and wine styles.

Developing or improving fermentation (both primary and malolactic) management and wine storage techniques to:

- Minimize or correct sulfide aromas and microbial taints such as Brettanomyces, volatile acidity, and aldehydic/oxidized character.
- Modify or minimize the issues associated with using compromised fruit.
- Optimize wine quality using native and selected yeasts and bacteria.
- Achieve targeted wine styles and qualities by defining wine oxygen utilization parameters.



FY 10-11 EDUCATION PLAN



Industry education

- Continue with successful Oregon Wine Industry Symposium and workshop series
- Will use Symposium survey feedback to design sessions that best address industry needs
- Our new Industry Relations Manager will join the Executive Director on a statewide listening tour, discussing vineyard and winery needs and directing industry members to existing educational opportunities.