

OREGON WINE MONTH 2017 WINERY CHECKLIST

HELP GENERATE BUZZ

- Display OWM posters and table tents in your tasting room (order by Mar. 15)
- Use graphics from Oregon Wine Month Toolkit in your consumer newsletter and social channels when you promote your winery and region's events with your consumer audiences
- Starting Mar. 15, promote the Oregon Wine Month sweepstakes to your social audiences and mailing list (details on the OWM Toolkit)
- Use the #oregonwinemonth hashtag

DIRECT TO CONSUMER IDEAS

- Participate in your regional association's featured promotion / event (see Toolkit for details)
- Oregon Wine Month special at your tasting room (e.g. bonus pour, library flight, gift with purchase)
- Shipping promo to your mailing list (e.g. shipping included, special Oregon Wine Month pack)
- Conduct a contest with your wine club (e.g. win dinner with the winemaker, other VIP experience)
- Download templates from Toolkit to promote specials, features and events at your tasting room
- Submit all events to the Oregon Wine consumer calendar (link to submit on the Toolkit)

ACCOUNTS (ON & OFF PREMISE)

- Download the "5 Ways to Get Involved in Oregon Wine Month" handout and share with top restaurant accounts
- Pitch a flight of your wine to a restaurant for the OpenTable / Oregon Wine Month flight promotion
- Set up winemaker dinners and retail tastings and submit information to be included on the Oregon Wine Month event calendar

WHOLESALERS

- Share the Oregon Wine Month program with your distributors, including the OWM Toolkit where they can download and print graphics and for instructions on ordering POS directly from OWB (by Mar. 15)
- Set a goal for your distributor during May; offer a prize to the top salesperson
- Tell your distributors about the OWB's Oregon Wine Month Sales Rep of the Year contest – details and a one-pager are on the OWM Toolkit

**SUBMIT ALL EVENTS TO THE CONSUMER EVENTS CALENDAR
TELL DISTRIBUTORS AND ACCOUNTS TO DO THE SAME**

FIND GRAPHICS, SELL SHEETS, EVENT SUBMISSION AND MORE ON THE TOOLKIT

INDUSTRY.OREGONWINE.ORG/MARKETING