



OREGON WINE INDUSTRY COVID-19 MARKETING FORUM

MARCH 20, 2020

ATTENDEES

OWB STAFF: Kai McMurtry, Christina DeArment, Tom Danowski, Jess Willey, Sally Murdoch

INDUSTRY: Donna Morris, Bob Morus, Trevor Hertrich, Bryan Laing, Morgen McLaughlin, Raechel Sims, Joel Kiff, Katy Clair, Allison Schubert, Vanessa Hadick, David Millman, Craig Camp, Julia Burke, Courtney Cunningham, Emily Petterson, Laurie Lewis, Matthew Finn, Hilda Jones, Kate Norris, Michelle Kaufmann

OBJECTIVE:

Survey current regional marketing efforts and consider where statewide OWB spending could balance urgency and efficacy to best utilize industry dollars.

BACKGROUND:

With the COVID-19 situation evolving by the hour a forum for all regions to update one another and share marketing efforts and thinking with OWB was convened.

SUMMARY

Regional Updates:

- Southern Oregon / Applegate Valley: Uncorked event is still planned for 5/16. Business at Troon has been “ok” with some customers stocking up.
- Portland / PDX Urban:
 - PDX wineries delivering all over the city, Hip Chicks wine club members supporting in force
 - Many Portland wineries lack the skills to connect via social media
 - There’s a heavy reliance on Portland’s on-prem channel which is of course frozen
- Columbia Gorge –Echoes other regional experiences and adds some Gorge wineries are not operational, even on a to-go basis
- Willamette Valley / WVWA – collecting and sharing #wvcommunity offers and opportunities via web and social, more elements such as playlists and recipes coming soon

Many businesses in all regions are focused on their club, social, and e-news channels and making offers for discounts, shipping promos and general support. Most seem to be offering pickup and shipping options but some businesses have closed entirely. All large events in March and April are cancelled with some May and later gatherings in limbo.

Discussion:

- While it was universally recognized that the industry’s situation is profoundly concerning, the best path forward was unclear given the speed of change and the uncertainty of significant details.
- Several expressed a feeling that the industry needed a bit more time to understand the full scope of the disruption and how to respond “tastefully and productively.” There is an appetite for humor and positivity and one suggested this situation presents an opportunity for long term brand building where possible.
- While there are certainly pressing concerns right now, there’s also a need to plan for a return to normalcy when tasting rooms are allowed to reopen.
- WVWA, Walla Walla Wine, SipNW.com and many many others are collecting offers and consumer opportunities to stimulate awareness and drive DtC sales via social.
- It was suggested by a few the need to look 12-18 months into the future, specifically in the 3-tier channel, to consider the repercussions on distributors, retail, grocery, etc. and whether consumer pull or supplier push would be most productive now and in the future.



- It was suggested and seconded that OWB convene a sales leadership forum with national expertise and perspective.
 - **ACTION:** OWB to convey a sales leadership forum of 3-tier sales staff and partners week of 3/30. Time and participants TBD.
- In the short term, OWB shared that there's industry money allocated for the annual Oregon Wine Month program that can be redeployed quickly to address this crisis where appropriate. OWB staffers and Board Directors are being asked to prepare and consider tactics that meet statewide need quickly.
 - **ACTION:** OWB to investigate where an immediate investment in social/digital can amplify existing industry DtC opportunities and offers.
- OWB has solicited regions for any consolidation efforts and the OWB team is working internally to understand what industry resources are available to be amplified and how best to do so. Please share any developments with kai@oregonwine.org.

NEXT STEPS / ACTION ITEMS

- OWB to convey a sales leadership forum of 3-tier sales staff and partners week of 3/30. Time and participants TBD.
- OWB to investigate where an immediate investment in social/digital can amplify existing industry DtC opportunities and offers.
- OWB to reconvene this marketing forum week of 3/30, invite to follow.