



TASTING ROOM STAFF GUIDE

Overview: Running continuously since 2013, Oregon Wine Flies Free is a partnership between the Oregon Wine Board, Alaska Airlines and Travel Oregon.

The program promotes tasting room sales to out-of-state Alaska Airlines Mileage Plan loyalty members by waiving the baggage fee on one case of Oregon wine for their domestic return flight home. Participating wineries encourage tasting room visitation by offering complimentary tastings.

Oregon Wine Flies Free is unique among Alaska Airlines' similar programs in other wine regions, as Oregon is the only region with statewide participation from all airports served by the airline (Medford, Redmond, Eugene, and Portland, plus Walla Walla, WA).



PROGRAM INSTRUCTIONS FOR TASTING ROOM STAFF:

1. Make sure your winery is listed on oregonwine.org and that you have checked the 'Participating winery' box. This is how visitors know your winery is part of Wine Flies Free.
2. Order complimentary decals and brochures to display in your winery tasting room and make available for guests.
3. When a guest calls or visits and inquires about Oregon Wine Flies Free, explain that they must show their Alaska Airlines boarding pass (physical or digital) from within the past 10 days from a participating airport (Medford, Redmond, Eugene, and Portland, plus Walla Walla, WA) and proof of enrollment in the Alaska Airlines Mileage Plan. This can be an Alaska Airlines credit card, their membership number, or the Alaska Airlines digital app.
4. If the guest provides proof of boarding pass and Mileage Plan membership, they are entitled to a complimentary tasting with the exception of holiday weekends and winery special events as selected by the winery.
5. Tasting room staff is encouraged to remind guests that the program is a great way to stock up on wine to take home and share. Many tasting rooms waive tasting fees with bottle purchases already, so this is an additional way to drive sales.
6. The Oregon Wine Board recommends offering shipping materials to customers who purchase 3 or more bottles and intend to check their wines through the program. Note that customers are allowed to mix and match from multiple wineries.

Need to order additional materials for your tasting room?

Visit the Oregon Wine Board's Wine Flies Free Toolkit or email Director of Marketing Neil Ferguson at neil@oregonwine.org.

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