



Oregon Wine is sourced from the power and the purpose of the place.
Choose **True Character.**

2024 PROGRAM DECK

Because no place is like this place...

“A place that wears its
wild, audacious heart
on its sleeve.”

Contact Info:

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neil@oregonwine.org

Trade Relations - David DeWitt
david@oregonwine.org

Education - Bree Stock MW
bree@oregonwine.org

Resources

industry.oregonwine.org/marketing

or.

OREGON WINE MONTH 2024 PROGRAM DECK



AGENDA

WELCOME

PROGRAM CREATIVE

TRADE PROGRAMMING

CONSUMER PROGRAMMING

Q&A

OREGON WINE MONTH TOOLKIT

industry.oregonwine.org/resources/toolkits/oregon-wine-month

What is Oregon Wine Month?

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May to:

- Encourage a period of increased support from distributors, restaurants, and retailers across the country
- Create a platform for tactical winery promotions that stimulate sales in all channels
- Develop deeper affinity for Oregon Wine by forging an emotional connection with Oregon Wine drinkers

Oregon Wine Month is a collaborative program administered by the OWB at the statewide level and featuring tactical execution at the business and association level.

Whether you represent a winery, AVA association, restaurant, retail shop, wine bar, or any other business that supports Oregon wine, consider how you can benefit from and amplify the Oregon Wine Month program. Together, we'll make the biggest impact.

Why Oregon Wine Month?

Oregon's wine industry generates over 40,000 jobs and Oregon wine grapes and wines support a \$7.2 billion economic engine. This includes winery and grower revenues, wholesale and retail sales of wine, and related industries. More than 70% of these producers are small farms with as little as one or two people at the helm.

We celebrate Oregon this time of year in support of all the dedication, hard work and passion for all those involved.



Objectives

Oregon Wine Month is intended to drive awareness and excitement around Oregon wine with consumers and trade during a key time of year while also stimulating tourism and visits to tasting rooms.

1. To encourage a period of increased support from distributors, restaurants, and retailers in the Pacific Northwest
2. To create a platform for tactical winery promotions that stimulate sales in all channels
3. To develop deeper affinity for Oregon wine by forging an emotional connection with consumers
4. Drive traffic to the OWB's consumer and trade websites while also increasing social media reach
5. Increase orders of the Oregon Wine Touring Guide
6. Provide a kit of parts that extends the promotional execution period and supports year-round retail support.
7. Supporting the Brand Equity element of the industry's Bus. Plan via the "True Character" campaign
8. Serve as a catalyst and launch point for wineries and wine-related businesses to promote events, DtC activities, and other activities

Economic Impact of Wine in Oregon

1,476

Number of Oregon Vineyards

From U of O 2022 Winery and Vineyard Report [\(linked here\)](#)

1,116

Number of Oregon Wineries

5.7M

cases of Oregon wine are
sold each year around
the world

From U of O 2022 Winery and Vineyard Report [\(linked here\)](#)

\$330 million

estimated value of wine grape production

Toolkit

Visit the program toolkit on the Industry website for all assets and program information.

OREGON WINE MONTH TOOLKIT

industry.oregonwine.org/resources/toolkits/oregon-wine-month/



Program Milestones

October-December

- Sales sheet published
- Regional collaboration

January - March

- AVA collaboration for education content development
- 3-Tier POS order forms due
- Program webinar
- Program deck published
- Printed POS shipped to partners nationally

April - June

- Promotion begins
- May is Oregon Wine Month!
- Reporting and follow up



Program Creative

Oregon Wine True Character brand continues to be the creative suite with new photography and media library for all stakeholders. What follows is an overview of the program assets and the digital and brand elements available for download and customization.

You are encouraged to use these assets to create your own, brand specific Oregon Wine Month collateral.

[DOWNLOAD ASSETS](#)

Wordmark

VISUAL DESIGN

Wordmark

oregon
wine
month
MAY 1 - MAY 31

Wordmark with date

What it is and how it's used.

The wordmark can be used with the date locked up below in situations where the output is large enough to keep legibility clear with no obstructions. The date should always be nestled to the far right side aligned with the outer side of the "h".

Brandmark



OWM Brandmark

The Oregon Wine Month brandmark incorporates both the brand state outline, along with the wordmark to establish consistency in the overall Oregon Wine presence. This mark should be used in large formats, when clarity and legibility is not an issue.



Brandmark without Date



Brandmark with Date

Brandmark Usage

VISUAL DESIGN

Brandmark Usage



Full color and single use color options are available.

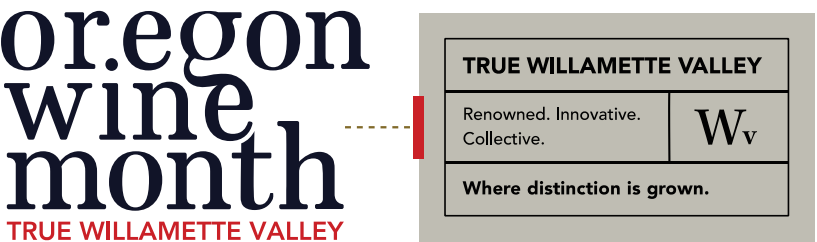
Regional Assets

Each region has (3) three lockup options available in both full color on light, full color on dark, and single color for both light and dark backgrounds.



Regional Brandmark - Full Color on light.

Regional Tag - Full Color on light.



Regional Wordmark - Full Color on light.

Oregon Wine True Character brand standards

This style guide is designed as a reference tool to assist you in implementing the brand clearly and with a consistent look and feel. A consistent identity will help us build and maintain the reputation of Oregon Wine and strengthen the way audiences understand our brand.

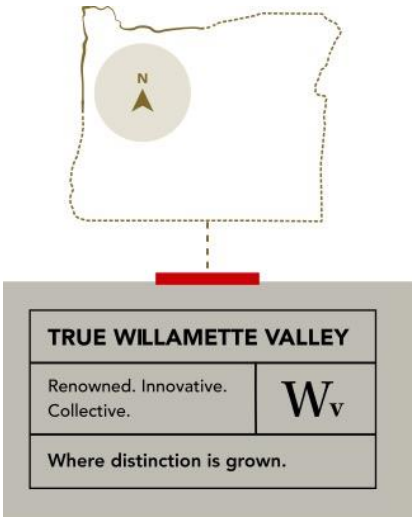
Questions? neil@oregonwine.org.
industry.oregonwine.org/resources/toolkits/oregon-wine-brand/

DOWNLOAD ASSETS

WORDMARK



REGIONAL ASSETS



TYPOGRAPHY

Primary: Kepler (free alt Georgia)
Secondary: Avenir (free alt Helvetica)

COLORS

Midnight
 Hex 000429
 CMYK 99 84 45 51
 RGB 0 4 41
 PMS PMS 289C

Redwood
 Hex CB0006
 CMYK 10 98 93 1
 RGB 203 0 6
 PMS PMS 1789C

Moss
 Hex 80682A
 CMYK 40 51 100 21
 RGB 128 104 42
 PMS PMS 1265C

High Desert
 Hex FF692F
 CMYK 0 72 82 0
 RGB 255 105 47
 PMS PMS 1645C

Clay
 Hex BFBDB3
 CMYK 24 21 26 0
 RGB 191 189 179
 PMS PMS 400C

Trade Programming

Program Sell Sheet

This sell sheet is designed to build the business case for promoting Oregon Wine in all trade channels, outlining program assets. This document was published in Fall of 2023.

Nielsen and SipSource data highlight the strength of Oregon wine sales, as it relates to the total category and domestic competitors, while delivering quality wine at a higher average bottle price. Work with your trade partners to enhance efforts utilizing the OWB's marketing, educational, and promotional offerings.

Download and share today.

DOWNLOAD SELL SHEET



oregon wine month
MAY 2024

CHOOSE TRUE CHARACTER.

"The state makes some of the best Pinot noirs AND Chardonnays in the world. I used a capital-lettered AND to emphasize that Oregon makes superb Chardonnay with some bottles at the same level as Grand Cru Burgundy."
- JAMES SUCKLING

Why Oregon Wine Month?

THE BUSINESS CASE FOR OREGON WINE

REVENUE

OR Wine	\$17.75	Category Average	\$12.05
---------	---------	------------------	---------

Average retail selling price per 750ml (Nielsen)

GROWTH

OR Wine	+1.5%	All Wine	-.03%
---------	-------	----------	-------

Volume Growth during the '23 OR Wine Month Promotion

COMPETITIVE

OR	+19%	CA	+4%	WA	-16%
----	------	----	-----	----	------

Past 12 Months Off-Premise Sales Trends vs 2019 (Nielsen)

QUALITY

25%

Oregon share of domestic wine represented in Wine Spectator's Top 100 in 2023

Printed

CASE CARDS, SHELF TALKERS, TABLE TENTS, OTHER ASSETS TBD

Draft materials



Digital

COMPLETE STYLE GUIDE, SOCIAL MEDIA ASSETS, WEB & E-NEWS BANNERS

Draft materials



PROGRAM RESOURCES TO COME

- In advance of May, the OWB's Master of Wine Bree Stock will offer virtual learning opportunities with in-depth selling information on some of the sites and winemakers that make Oregon distinctively compelling
- Dynamic and customizable sales decks available to enhance promotional activities
- Regional sweepstakes for value-add consumer messaging
- On and Off premise marketing support
- Digital marketing campaigns and social media outreach



Visit the OWM toolkit

or.

MAY 2024

oregon
wine
month

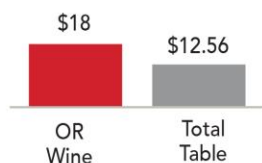
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THE BUSINESS CASE FOR OREGON WINE

REVENUE



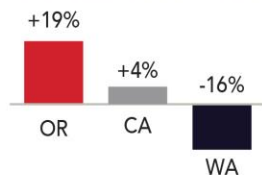
Oregon is a leader in the Premium wine space (Nielsen)

GROWTH



Volume Growth during the '23 OR Wine Month Promotion

COMPETITIVE



Past 12 Months Off-Premise Sales Trends vs 2019 (Nielsen)

QUALITY



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- Digital marketing campaigns and social media outreach

Visit the
OWM toolkit



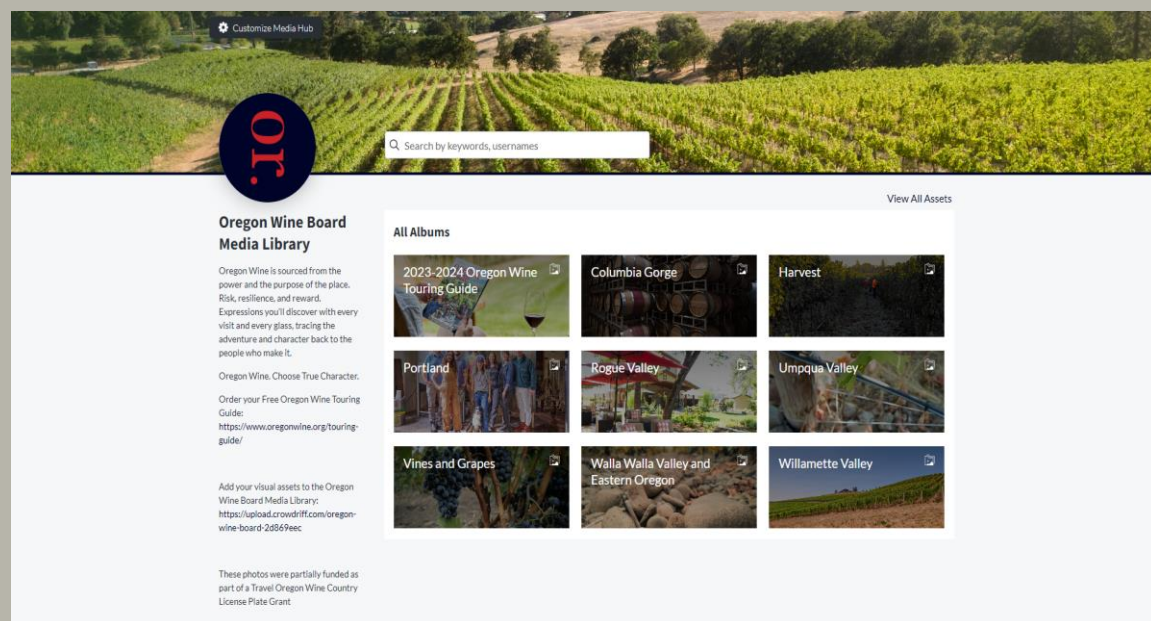
Media Library

The OWB has provided a new media library for promotions across all sales channels and social platforms. These photos were partially funded as part of a Travel Oregon Wine Country License Plate Grant

This free resource provides images gathered from across the state:

- All 6 regions represented
- Downloadable images from 9 unique albums
- Ability to upload shots
- User friendly resource (Crowdriff Platform)

[ACCESS LIBRARY](#)



Trade Education

The OWB will produce a series of short form master class reels in 2024, led by our director of education Bree Stock MW and other Oregon wine industry professionals.

These series will be pushed out leading up to Oregon Wine Month and through out the month of May. Content will be delivered on our social channels, posted to the OWB's YouTube channel, and websites to be enjoyed and shared.

New concept TBD: short, digestible videos that are both fun and highly informative while appealing to both trade and consumers

Oregon Wine
813 subscribers

Subscribe

Webinars 2023

Sparkling Wine History in Oregon

1987

ARGYLE – Oregon's first winery to dedicate itself to traditional method sparkling production. Founder, Rollin Soles, sought out marginal vineyard sites for making method traditional sparkling fine wine. Known for their extended tirage (long time on lees) aged releases and Blanc de blancs styles

Watch on YouTube

High elevation, 1000ft, blocks at the 1972 planted Knudsen Vineyard in the Dundee Hills is the backbone for Blanc de blancs. Spirit Hill Vineyard in the Eola-Amity Hills AVA is impacted by the cooling Pacific Ocean winds that sweep down the oceanic Van Duzer corridor

1997

Soter Brut Rosé – Portland native Tony Soter returns from Napa Valley & purchases Beacon Hill vineyard. A chardonnay site that would become the famed "Soter pop" Brut Rosé – 60% Chardonnay 40% Pinot noir

1999

Elk Cove makes their first sparkling wine a Blanc de noirs from Pinot noir. The next sparkling wine they will make is a 2011 Brut Pinot noir Rosé, in response to one of the latest vintages on record.

Watch later

Share

Bree Stock MW - EdL

2023-04-10 11:16:26

Point of Sale

Printed and digital POS will showcase the Oregon Wine True Character branding suite. Printed assets will be delivered upon request in a variety of designs and formats.

Digital assets to support trade channels will also be available and pushed out to all stakeholders.

Please invite your trade contacts to complete the partner participation form so they can receive all Oregon Wine Month updates and assets.

ACCESS FORM

The image shows a laptop screen displaying the Oregon Wine Board website. The website has a navigation bar with links for 'About', 'Contact', 'Consumer', 'Industry', 'Trade', and 'Blog'. Below the navigation bar, there are buttons for 'RESOURCES', 'MARKETPLACE', 'MARKETING', 'EDUCATION', 'RESEARCH', and 'NEWS & EVENTS'. The main content area features the title 'Oregon Wine Month Trade Partner Participation Form' and a sub-header 'Sign the Oregon Wine Board's Trade Partner Participation Form to receive Oregon Wine Month updates and education opportunities for your staff.' The form includes three main sections: 'Business Name' with a text input field, 'Type of Business' with a dropdown menu showing 'select business type', and 'Primary Contact' with two input fields for 'First' and 'Last' names.

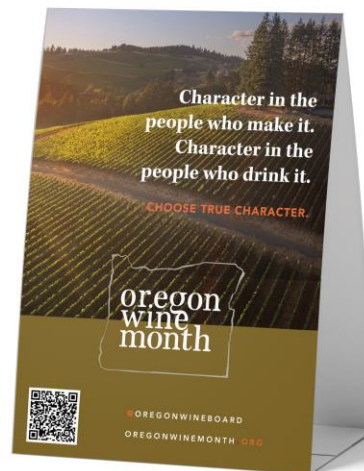
<https://industry.oregonwine.org/oregon-wine-month-trade-partner-participation-form/>

POS Examples (draft)

CASE CARD 8.5"x11"



TABLE TENT 4" x 6"

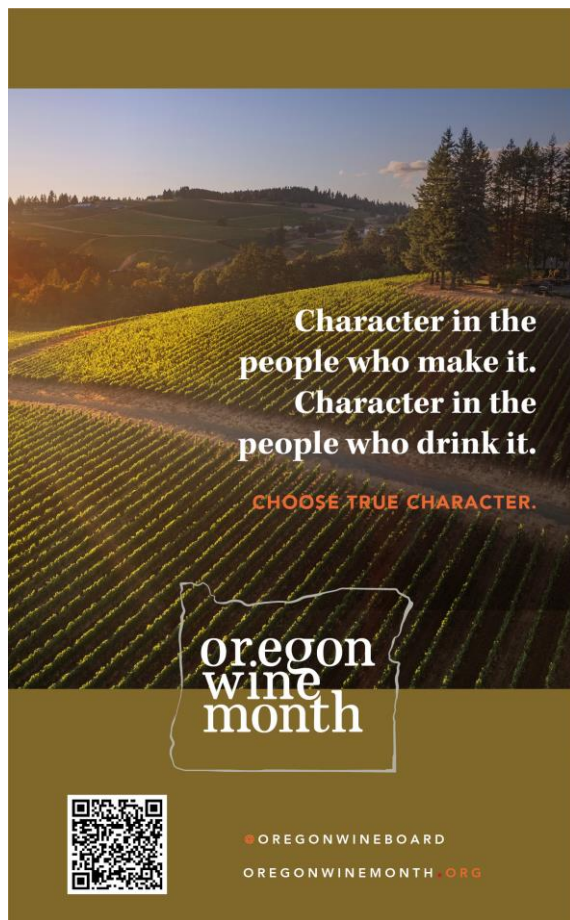


BOTTLE NECKER 2.5"x 4.5"



POS Examples (draft)

TABLE TENTS

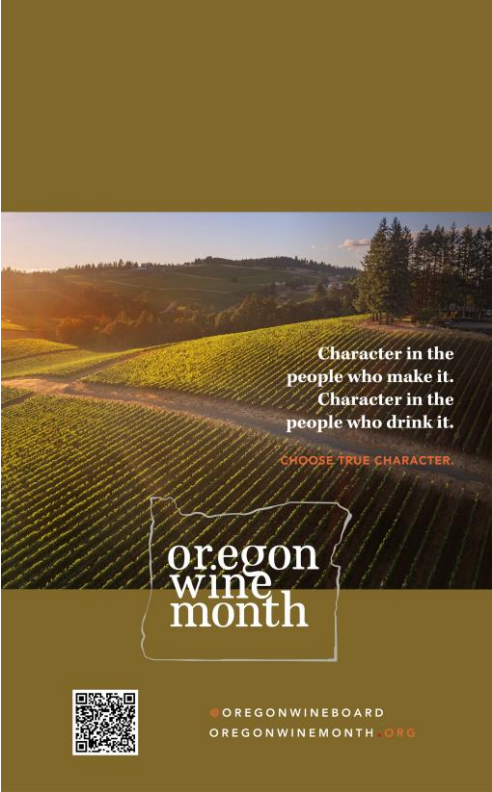
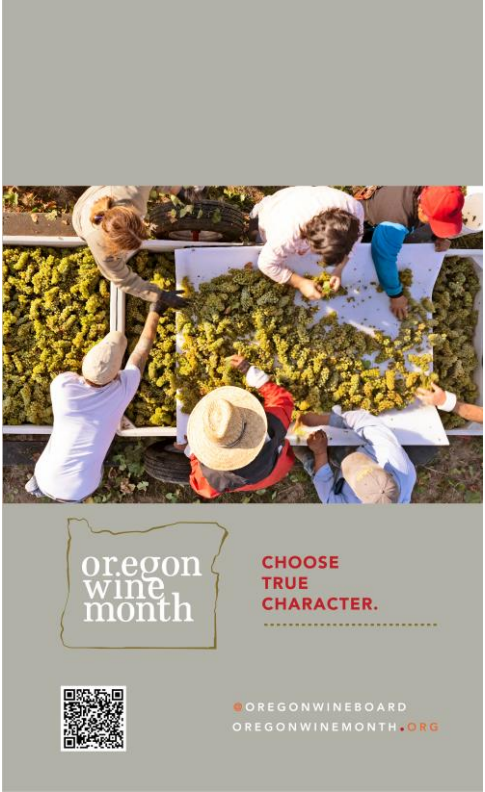


4 x 6"



POS Examples (draft)

CASE CARDS



8.5" x 11"

POS Examples (draft)

BOTTLE NECKERS



2.5" x 4.5"

Consumer Programming

Media Plan

Oregon Wine Month represents the OWB’s most active period of promotional spending. Program dollars are focused on digital outlets for flexibility and reporting accuracy.

This year’s media plan will be developed over the coming months and include input from the industry’s implementation committees.

A robust suite of digital assets for wineries and associations in the new True Character brand will be shared on the Oregon Wine Month toolkit.

Full editorial calendar available now.

February	March	April	May	June
Make existing and new assets available. Begin incorporating OWM messaging into digital ads.	Seed “True Character” campaign along with program tactics, continue developing content. Media outreach.	Publish any OWM-related content on Oregonwine.org, begin sweepstakes (early April). Begin running OWM ads (early April)	Full program activation.	Continue conversation with CTA to OregonWine.org and partner referrals.

Consumer Programming

OWB will launch consumer programming across multiple channels before, during, and after OWM. This will include:

- Organic and paid Social media (Facebook, Instagram, Pinterest, Twitter (X))
 - Food pairing videos featuring OR wineries and chefs (#PairItForward)
 - Brand partnerships with Tillamook (TBD), restaurants, influencers, media outlets
 - Promotion of statewide events
 - Tasting room guides
 - Region spotlights
 - Planning guides and itineraries with travel inspiration
 - Sweepstakes
 - Tied in promotion of the Oregon wine country license plate
 - Promotion of the Oregon Wine Flies Free program

oregon wine

DISCOVER OR. REGIONS VISIT OR. EVENTS & PROGRAMS

Free Tasting Guide

Sign Up For Our Newsletter

Home » Events & Programs

Oregon Wine Month

Choose True Character.

Share

Oregon Wine is sourced from the power and the purpose of the place.

When people ask why grow grapes and produce wine in Oregon, we glance around at the land and the vineyards and the cellars, and we say: *Because, look at it.*

This is why we invite people to eat and drink at our table. Why we'll never quit the place we're so lucky to call home. Why we always work together to give the world our best. Why we mean what we do and do what we mean. And why we say: *Here, you've got to try this.*

Join us every May in celebrating this place and Oregon Wine Month. Find a patio, tasting room, dining room or anywhere else to share a glass of Oregon's True Character.

Dive in

Wine & Food Getaway

Enter for your chance to win one of four trips to Oregon.

[Enter Now →](#)

Regional Activities

Start planning your trip.

[Willamette Valley →](#)
[Portland Urban Wineries →](#)
[Rogue Valley Wine Country →](#)

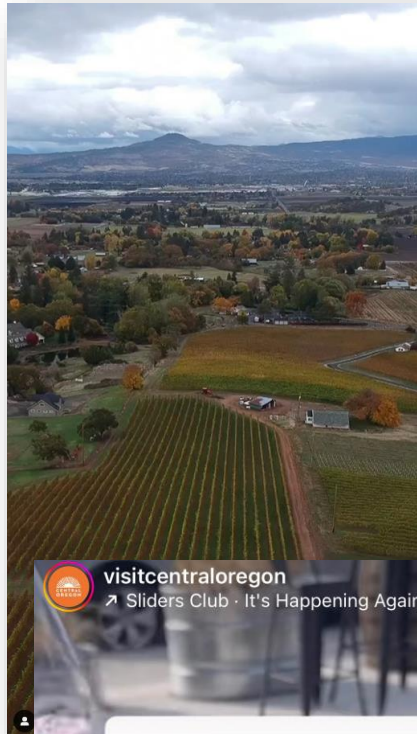
May Events

[View Calendar →](#)

Order a Wine Country License Plate

Oregon residents can order the special wine country license plate for an additional fee. Revenue generated from the license plate will go to Travel Oregon's Oregon Wine Country License Plates Matching Grant Program, which provides grants to tourism promotion agencies for projects that promote wine and culinary tourism.

Partnering with Travel Oregon, RDMOs, Regional Associations



travelsouthernoregon and oregonwineboard
Oh, Hush! • Happy Place (feat. Hanna Ashbrook)

travelsouthernoregon May is Oregon Wine Month! Join us in celebrating the bounty of Oregon as we shine a light on all of our spectacular wineries. We are kicking things off by sharing eight of our wineries that offer stunning views throughout our region.

In the North Umpqua visit @meadowsestate_winery, @cooperidgevineyard and @melrosevineyards. Enjoy @woolridge in the Applegate Valley, @krisellecellars on the @upperroguewinetrail and Hummingbird Estate in Central Point. And complete your journey in Ashland @longwalkvineyard and @ivinerobertsvineyards.

Every winery offers wine unique to our terroir often paired with delicious bites! Plan your next trip to Southern Oregon and you will certainly be delighted! #dosomethinggreat #OregonWineMonth #pairitforward

#TravelSouthernOregon #TravelOregon #visitGrantPass #TravelMedford #ExperienceRoseburg #TravelAshland #southernOregon #southernoregonwines #southernoregonlove #exploreOregon #Oregon #Oregonlove #wine #RogueValley #whattodoinSouthernOregon

2d

visitcentraloregon
Sliders Club • It's Happening Again

3 places to go

wine tasting

in Downtown Redmond



experiencerooseburg
Umpqua Valley Wineries

oregon
wine
month



gowillamettevalley

Like Comment Share

Liked by anneamiewines and 21 others

gowillamettevalley Raising a glass to the unparalleled beauty and taste of the Willamette Valley during Oregon Wine Month! 🍷🍇 As we celebrate the unique terrain, passionate winemakers, and incredible Pinot Noir that put the Willamette Valley on the map, let's toast to the flavors, memories, and moments that make our wine country so special. Check out ideas to celebrate at the link in our bio!



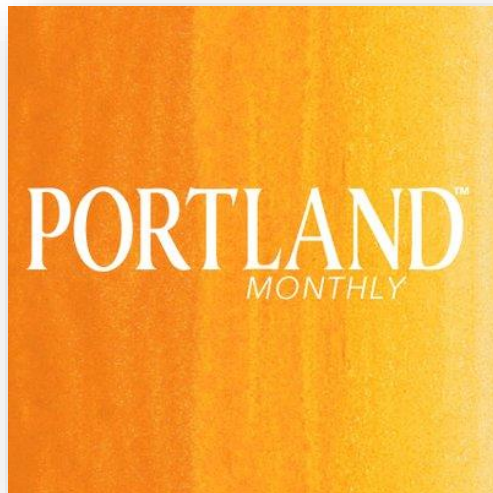
wwwvalleywine
Walla Walla Valley AVA

Like Comment Share

Liked by duval_images and 89 others

wwwvalleywine May is #OregonWineMonth! The Walla Walla Valley spans into both Oregon and Washington - because great wines cross state lines.

Media Partnerships



Tillamook X Oregon Wine Board

Objective: Create two activations in partnership with the Oregon Wine Board that highlight the great makers of Oregon through wine and cheese. These activations will leverage TCCA's existing email list, marketing channels, and the new partners' lists to build awareness about the events and drive tourism and revenue to the Tillamook Creamery and various wineries throughout the region for Oregon Wine Month.

- Tour + Sip: Tillamook brand ambassadors will lead participants through the Viewing Gallery and walk them through the cheesemaking process. At various stations they will have the opportunity to stop for a sip of Oregon wine and a cheese pairing. **May 4**
- Virtual Cheese + Wine Event: Virtual Wine + Cheese Tasting with TCCA's world renown cheese judge, Jill Allen, and a member of the wine community. Watch these two experts chat about the 'perfect pairing' and why wine and cheese make the best duo. Q&A to follow. **May 16**



Consumer Programming cont.




OWB will launch consumer programming across multiple channels before, during, and after OWM. This will include:

- Oregon Wine Insider Newsletter
 - Monthly to bi-weekly sends to nearly 40K consumers before, during, and after OWM
 - Primary objective will be to drive DtC/tasting room visits
- Web content on OregonWine.org
 - OWM landing page will be the focus
 - New content to include pairing guides, itineraries, educational guides around regions, varieties, farming practices, etc.
- Travel Oregon/RDMOs OWM content

Oregon Wine Month Getaway

UPDATE: The Oregon Wine Month Getaway Sweepstakes has officially ended, and winners have been contacted.

No matter which region you are visiting, we can tell you Oregon Wine Country will exceed your expectations – and we will – but you've got to be here to truly get it. As part of our Oregon Wine Month statewide celebration, you can enter to win one of these Wine & Food Getaways and you just may experience Oregon on us.


[See events happening around the state](#)
[Learn all about Oregon's winegrowing regions](#)
[Visit Oregon's winegrowing regions](#)

Each Grand Prize for winner and guest includes:

- Lodging
- Curated wine and culinary experiences
- Round trip tickets on [Alaska Airlines](#)

Enter for your chance to win. All contests run April 28–May 31, 2022.

Willamette Valley Sweepstakes




[Explore the Willamette Valley](#)

The Willamette Valley AVA is universally recognized as the premier New World winegrowing region. The area's food and wine scene is truly extraordinary.

[Enter for your chance to win >](#)

[Oregon Wine Month Willamette Valley Wine Adventure](#)

Rogue Valley Sweepstakes



Sweepstakes

In collaboration with regional associations, lucky pairs of winners will travel to Oregon for a hands-on exploration of Oregon's wine and culinary bounty. We are also exploring cross-promotional brand partnerships that will further amplify this messaging.

Wine drinkers in all 50 states are welcome to enter to win and wineries, distributors, and retailers are encouraged to share this simple but desirable value add to any Oregon Wine Month messaging.

Digital assets, links, and QR codes will be available within the next month on the program Toolkit.

Participating Associations:

- Portland Urban Wineries
- Rogue Valley Vintners
- Willamette Valley Wineries Association
- Umpqua Valley Winegrowers
- Columbia Gorge Winegrowers Association (TBD)
- Walla Walla/Eastern Oregon (TBD)

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Willamette Valley Sweepstakes



DREAMING OF TRAVEL?

Win a True Rogue Valley adventure.

And explore **again.**



#PairItForward

- Highlights winemakers and wine-adjacent people such as chefs and artisan food producers across the state talking about their favorite wine and food pairings made by their peers in short, engaging videos.
- Explores concept of “What Grows Together, Goes Together” and “Wine is Food.”
- Links Oregon Wine Month to Bounty & Vine fall campaign as the videos run all summer.
- Aimed at connecting younger (Millennial/Gen Z) consumers with concept of wine being enjoyed with food.

Toolkit:

<https://industry.oregonwine.org/resources/toolkits/pair-it-forward-toolkit/>



Digital Advertising

Content Goal: The primary goal of this digital activity is to drive awareness of Oregon Wine, and significant traffic to the Oregon Wine Month and oregonwine.org websites to explore content, pique interest, entice visitation to outbound regional associations and/or individual businesses.

Content Vehicles:

- Sweepstakes – soliciting entry
- Regional activations
- Touring guide – soliciting orders
- Food and wine content
- Trip inspiration
- Virtual webinars

Types of ads:

- PPC (pay-per-click)
- SEM (Search Engine Marketing)
- Display marketing
- Video marketing

Oregon Wine
Sponsored · 🌟

Excitement has been fermenting for months now #OregonWineMonth is finally here! This is the magical time of year when we celebrate the bounty of our wonderful state. Take advantage of the festivities by finding a tasting room, dining room, or event to share a glass of Oregon's True Character. There is no shortage of wine and fun to be had! 🍷🍷

oregonwine.org
Oregon Wine Month | Oregon Wine Board

[Learn more](#)

👍❤️😬 You, Orego... 4 comments 21 shares

Oregon Wine
Sponsored · 🌟

Did someone say "Wine Trip"? Enter to win one of FOUR Oregon Wine & Food Getaways as part of our Oregon Wine Month ...See more

Dreaming of travel?
Win a Rogue Valley Wine adventure.

[Explore Now](#)

Enter The Sweepstakes
Win a Rogue Vall...

[Sign up](#)

Entries 31
Enter N

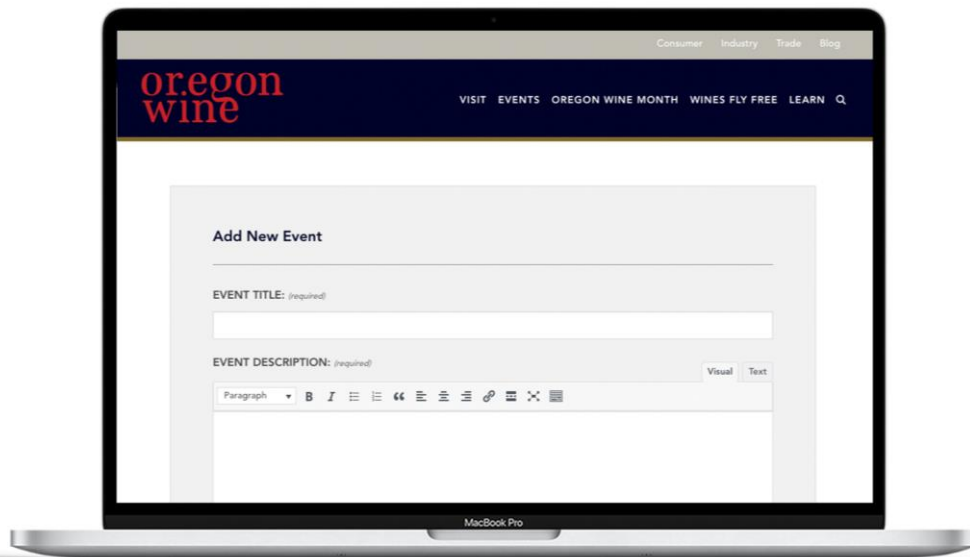
👍❤️😬 118 13 comments 11 shares

Events Calendar

Host a special promotion or offer a unique in-person or virtual event in your tasting room or with restaurant and retailer partners. Be sure to add Oregon Wine Month as a category for easy filtering.

Share your events here:

oregonwine.org/events/community/add/



Next Steps

- Stay updated via trade and consumer newsletters, and biweekly Grapevine Newsletter
- Utilize the Oregon Wine Month toolkit
- Order complimentary POS early February
- Engage with your stakeholders
- Reach out to OWB with any requests
- Share your successes

**QUESTIONS?
COMMENTS?
INPUT?**

THANKS!

**oregon
wine** BOARD