



oregon
wine
month

2026 Program Deck



Because no place is like this place...

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

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What is Oregon Wine Month?

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

- Increase **visitation** to Oregon wine country by framing May as the kick-off to Oregon wine country season.
- Increase **purchasing** of Oregon wine across 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 regional 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.



OREGON WINE MONTH

Why Oregon Wine Month?

Oregon's wine industry generates **nearly 38,000 jobs and Oregon wine grapes and wines support an \$8.4 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.

Economic Impact of Wine in Oregon

1,537

Number of Oregon Vineyards

1,076

Number of Oregon Wineries

23

Number of American Viticultural Areas
in Oregon

100+

Number of wine grape varieties
grown in Oregon

5.8M

Cases of Oregon wine
sold in 2024

\$913 million

Estimated value of wine sales

From U of O 2024 Winery and Vineyard Report

Quality of Wine in Oregon

2.4%

Oregon's share of US wine production; 0.2% globally

75%

of Oregon wineries make less than 5,000 cases

12

Oregon's number of appearances in the top ten on media lists in 2025

35-40%

Of planted acreage is certified sustainable or organic

11%

Average share of Oregon wine on national ratings & lists

39%

Oregon's share of total U.S. Demeter Biodynamic certified vineyard acres

Oregon Wine Month

2026 Campaign Overview

2026 Strategy

Kick off Oregon Wine Month in May and extend the campaign through summer and peak visitation season, evolving beyond a single-month focus to a sustained seasonal platform.

Position Oregon wine as the place **where adventure meets excellence**. Pair world-class wine with world-class setting.

Showcase:

- The natural beauty and diversity of Oregon's landscapes
- The range of wine styles and growing regions
- The people and culture behind Oregon wine
- Balance experiential, travel-driven energy with a clear and consistent emphasis on quality.

Drive visitation, deepen engagement, and reinforce Oregon's reputation for exceptional wine.



**WHERE ADVENTURE
MEETS EXCELLENCE.**

CHOOSE oregon
wine

Discover the Oregon Wine Film. OREGONWINE.ORG >

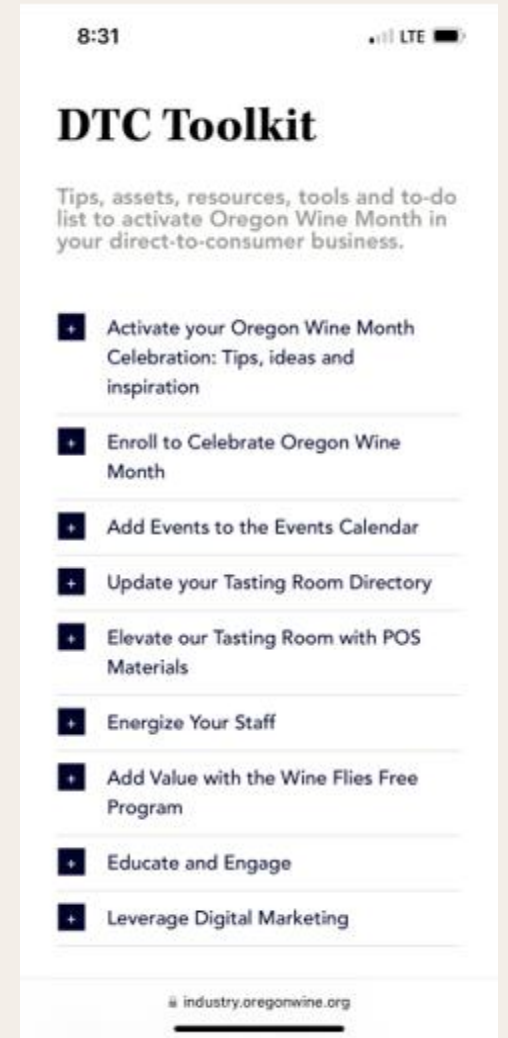
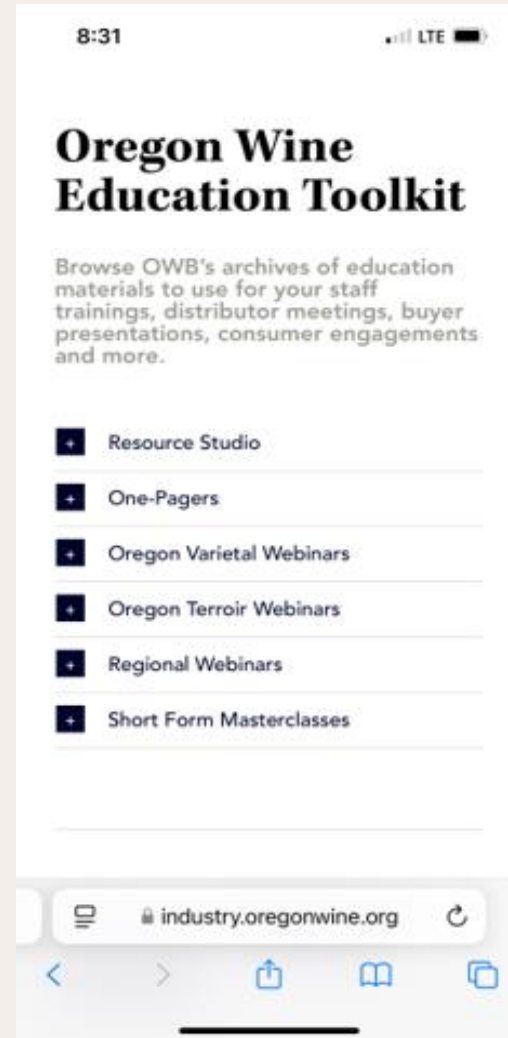
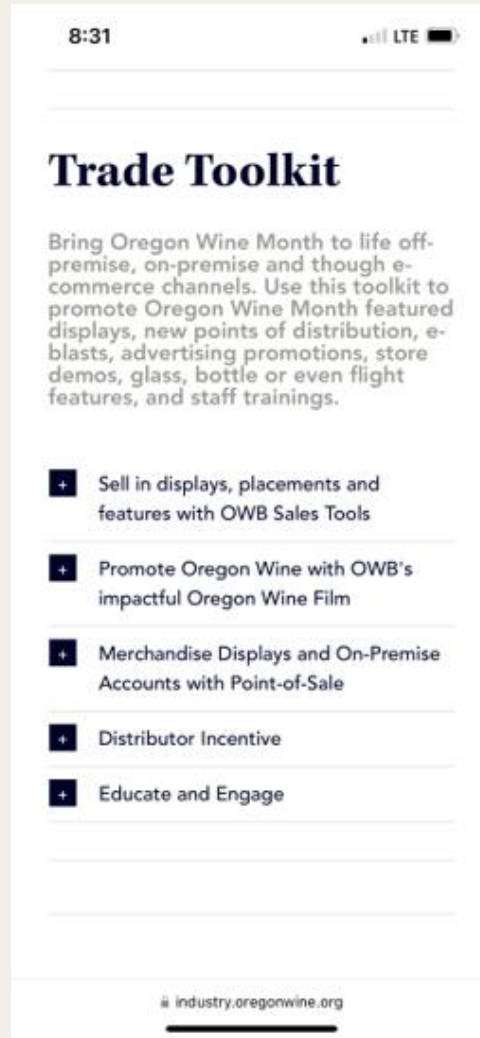


Industry Toolkit

This toolkit is intended for anyone looking for guidance, tips, tools and programming on Oregon Wine Month - from winery tasting rooms, distributor sales reps, restaurateurs, retail shops, national sales managers, and more.



OWM TOOLKIT



Assets & Resources

Access digital assets, logos, sell sheets, promotional imagery and video, complimentary printed POS, and more through the OWM Toolkit.

OWM SELL SHEET

WHERE ADVENTURE MEETS EXCELLENCE.

OREGON WINE MONTH | MAY 2026

REVENUE

\$18.93	\$13.78
Oregon Wine	Category Avg.

Oregon wine commands 29% higher average retail price per 750ml. Source: Nielsen

GROWTH

3X

Oregon wine outperformed the total wine category by 3x nationally, during the 2025 promotion. Source: Nielsen

QUALITY

90+

Oregon wines consistently earn 90+ ratings for exceptional quality. Source: Wine Spectator, Wine Enthusiast, Decanter, James Suckling

RESOURCES

PRINTED MATERIALS:

- CASE CARDS
- SHELF TALKERS
- TABLE TENTS
- MENU INSERTS

Order through the OWM Toolkit

ADDITIONAL RESOURCES:

- PRINT & DIGITAL ASSETS
- EDUCATION
- MEDIA PLAN
- MARKETING SUPPORT



OREGON WINE MONTH TOOLKIT

INDUSTRY.OREGONWINE.ORG/MARKETING

CONTACT: CARISSA@OREGONWINE.ORG

Print & Digital Assets

[Evergreen Digital Assets](#)

[POS Digital & Print Ready Files](#)

[2026 Oregon Wine Month Social Posts Content](#)

[Oregon Wine Brand Assets](#)

[Style Guide](#)

[Oregon Wine Film](#)

[DOWNLOAD ASSETS](#)

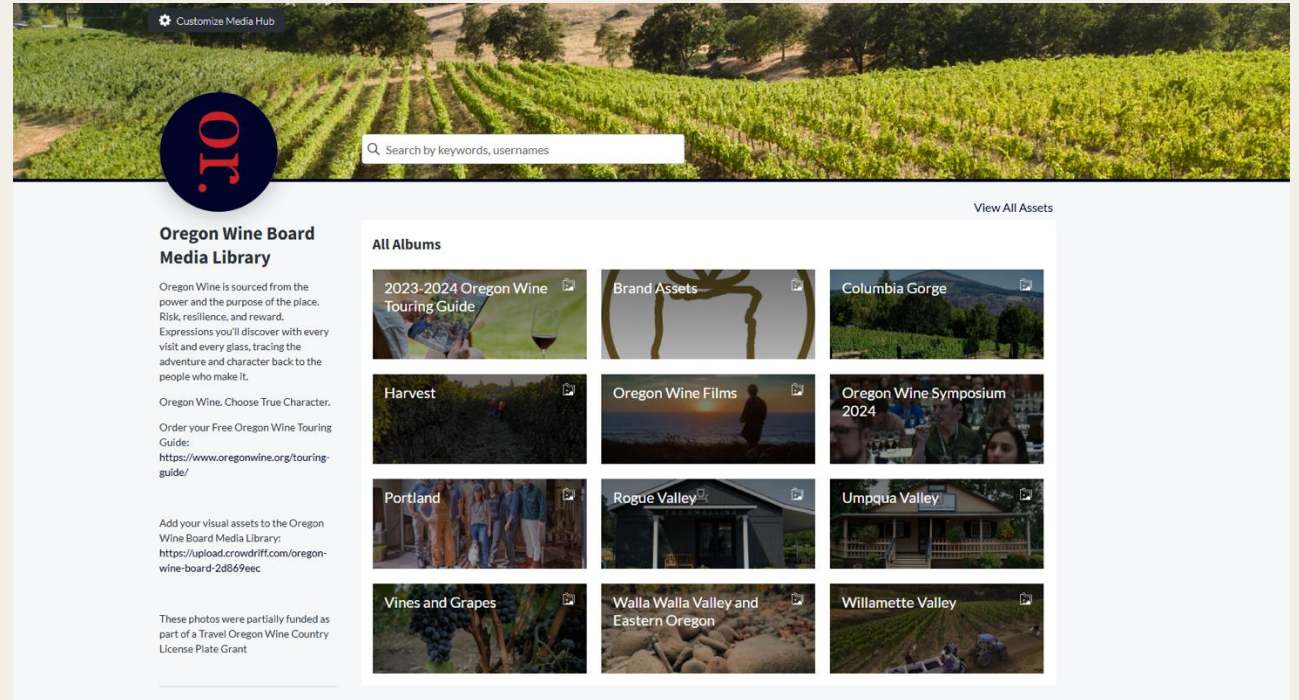


Media Library

This is our shared content library featuring Oregon wine photography, video, and branded assets. Wineries can easily access and download ready-to-use content to support marketing, social media, websites, and PR – helping us tell a cohesive Oregon wine story together.

This free resource provides images gathered from across the state:

- Downloadable images
- Ability to upload shots



[ACCESS LIBRARY](#)

Oregon Wine Film

Utilize long and short form versions of [The Oregon Wine Film](#). This stunning film takes viewers on a tour of the state's six major wine regions, each with its unique terroir, climate, and winemaking traditions. The film showcases the rich history and innovation that have made Oregon a rising star in the world of wine. In addition to the statewide film, regional films are also available.

[The Columbia Gorge](#)

[Portland](#)

[Rogue Valley](#)

[Umpqua Valley](#)

[Walla Walla Valley](#)

[Willamette Valley](#)



The screenshot shows the Oregon Wine Film website. The header features the 'oregon wine' logo on the left, navigation links for 'DISCOVER OR.', 'REGIONS', 'VISIT OR.', and 'EVENTS & PROGRAMS' in the center, and buttons for 'Free Touring Guide' and 'Sign Up For Our Newsletter' on the right. Below the header, the main title 'Oregon Wine Film' is displayed in large white text. A video player is embedded, showing a scene of a young child with a dog in a rural setting. Below the video, a text box provides a description of the film, highlighting its focus on Oregon's six major wine regions and the rich history and innovation of the industry.

Regional Films

Point-of-Sale



Point-of-Sale

Printed and digital POS will showcase the Oregon Wine branding suite.

Materials include:

- Case Cards (8.5x14)
- Neckers
- Table Tents (4x6)
- Menu Insert/Flyer (5x7)

Printed POS order submission date: February 2, 2026

Fulfillment by early March

While the print deadline has passed, digital files are available for download and self-printing



Trade Activation Plan



Wine.com: Oregon wine feature in shipping inserts sent to 50,000 wine buying homes in May



Total Wine & More: Oregon Wine Month feature in all 290 stores with The Oregon Wine Film running on their in-store screens and POS utilized



Winebow's Wonder Sessions: 3-day distributor education tour on PNW wines in Southern CA



Costco Mid-West: Oregon Wine Month feature in 90+ stores with custom OWM posters



SWY-ALB: In-store audio advertisements in Oregon

Media Buy Strategy

Big. Bold. High-Impact.

Objective:

Build brand awareness for Oregon wine and drive visitation during peak travel season.

Win in-state during peak visitation, grab attention across the West Coast, convert intent through search/social, and reinforce quality through wine media.

1. Oregon-First Visibility (In-State Impact)
High-frequency placements that reach visitors *while they're in Oregon* and locals hosting/visiting.
2. West Coast Awareness (Feeder Markets)
Big, attention-getting placements in key West Coast cities to drive consideration and travel.
3. Travel Intent & Conversion (Search + Social)
Capture demand while people are actively planning and researching trips and experiences.
4. Category Credibility (Wine Media)
Build authority and reinforce Oregon's quality positioning in trusted wine channels.

Oregon-First Visibility Strategy



Oregon Restaurant and Lodging Association: E-blast and digital ads along with an Oregon Wine activation at the NW Food Show



Oregon Public Broadcast: Radio spots and features in Oregon



The Oregonian: Sponsored content and digital promotion



PDX Airport: Oregon wine wall murels, digital kiosk ads, and OWM posters at baggage claim. In partnership with Travel Oregon.



Tillamook: Oregon Wine activation at the Tillamook Snack + Sip event

West Coast Awareness Strategy

Billboards: Oregon Wine billboards in key markets including Sacramento, Los Angeles, San Jose, and Portland

Truck Wraps: Two Oregon Wine wrapped delivery trucks in Seattle for two years



Travel Intent + Conversion Strategy



Paid Search Campaign: Capturing high-intent travelers actively searching for Oregon wine and directing them to trip-planning content and winery listings



Travel Oregon: Paid search, social media promotion, and PDX airport activation sponsorship

Category Credibility Strategy



***VinePair* (Sponsored Content + Digital Promotion):**

Showcasing Oregon wine to a national audience through sponsored storytelling and targeted digital distribution.



***Wine Spectator* (Feature + E-Blast):**

Highlighting Oregon wine in a dedicated feature and reaching engaged subscribers through a targeted e-blast.



***Wine Folly* (Social Promotion):**

Leveraging Wine Folly's social audience to amplify Oregon wine education and awareness.

Public Relations Plan

Our PR strategy leverages coordinated consumer communications, targeted press outreach, and influencer engagement to amplify Oregon Wine Month statewide and nationally. Efforts include consumer newsletter features, press releases, and proactive outreach to key media and influencers to extend campaign messaging and drive awareness of Oregon wine experiences.



Social Media Campaign

Meta Ads (April-June)

Driving awareness and engagement through targeted paid social campaigns.

#OregonAdventure

Encouraging consumers to share how and where they enjoy Oregon wine, from vineyard visits to outdoor experiences.

#ShareAndPairSundays

Highlighting Oregon wine and food pairings each Sunday to inspire at-home enjoyment and seasonal connection.



@OregonWineBoard

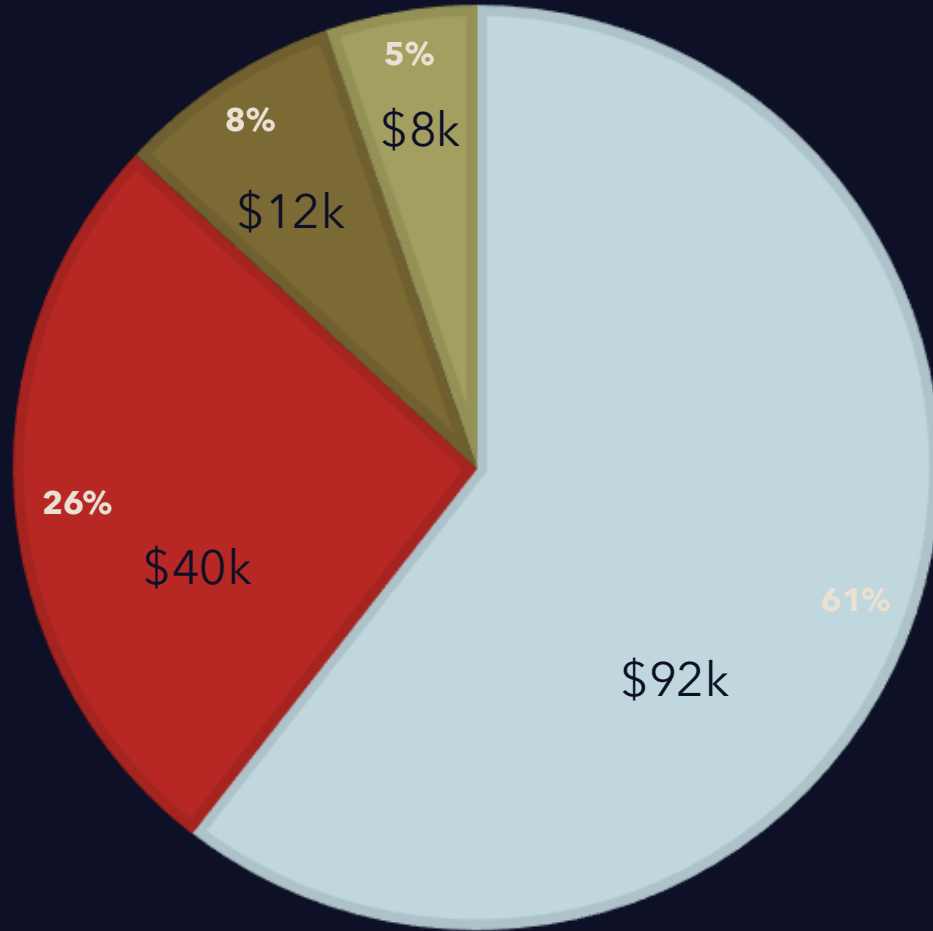
#OregonWineMonth

[SOCIAL MEDIA TOOLKIT](#)



OWM BUDGET 2026

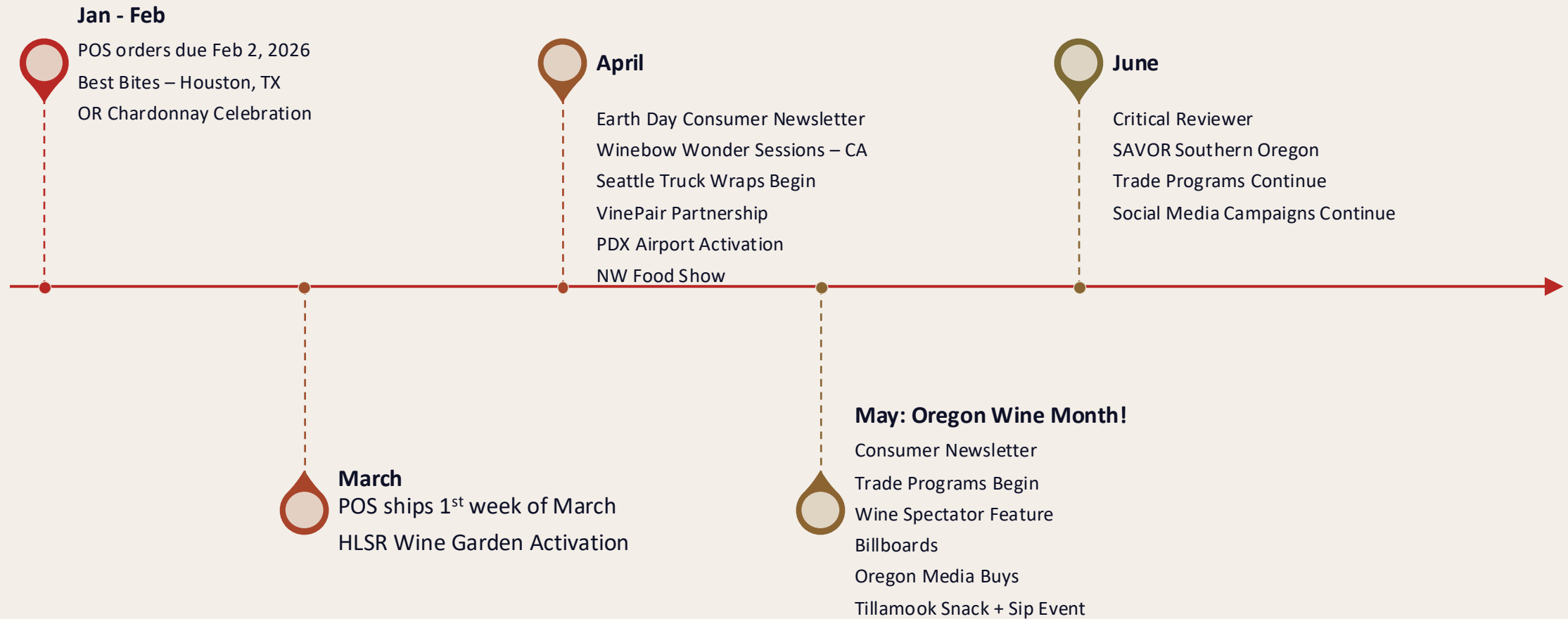
Media Promotion Trade Marketing Creative PR



Total Budget:
\$152,000

Campaign Period:
April - June

H1 2026 Marketing Activities



Thank You

Questions or collaboration opportunities?

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