



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

**2025 Oregon Wine Month Recap**



## 2025 Recap

### Agenda:

Welcome – Gina

Oregon Wine Month Campaign Activity  
Overview & Results - Carissa

Mid-Year State of the Industry - Danny  
Brager

Next Step – Gina Bianco

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## OREGON WINE MONTH TOOLKIT

### Tools

DTC Toolkit  
Trade Toolkit  
Sell Sheets & Sales Tools  
Activation Ideas & Checklists  
Sweepstakes

### Resources

Media Library  
POS (print & digital)  
Social Media Assets  
Education Toolkit

### Media

Robust print, digital and experiential media buys.  
Partnership and results driven.  
Multi-faceted social media campaigns.

### Trade Programming

Point-of-Sale,  
distributor incentive program,  
retail partnerships,  
and in-store activations.

“ ...I’ve heard more distributors mentioning Oregon Wine Month this year than I can ever remember in the past.”

-Gabriel Jagle  
Winemaker, Scenic Valley Farms



# 2025 Oregon Wine Month Results Overview

**12**  
Paid Media  
Partnerships

**90**  
Media  
Mentions

**6**  
Major Retail  
Chain  
Activations

**11,000**  
Sweepstakes  
Entries

**2,000+**  
New Followers  
on Socials

**250+**  
Wineries &  
Associations  
Engaged

**16.5M**  
Paid  
Impressions

**183M**  
Media Reach  
(May)

**1700%**  
impression  
increase  
YOY





# Enter to win!

FOOD & WINE GETAWAY

CHOOSE ADVENTURE. CHOOSE OREGON WINE.

oregon  
wine  
month

MAY 1 - MAY 31

SCAN  
TO  
ENTER



@OREGONWINEBOARD  
OREGONWINEMONTH.ORG

## Oregon Wine Month Sweepstakes

3 winners:

Rogue Valley Package

Umpqua Valley Package

Willamette Valley + Portland  
Package

11,000 entries

# Portland Airport

Wall wrap on baggage claim exit walls  
(12 weeks+)

Digital Directory Kiosk 6wks

Supported by Travel Oregon

Results: Estimated 3.2M Impressions

**49%** of Frequent Flyers responded after noticing an ad in the airport.



61% conducted an online search



39% scanned a QR code



37% researched a travel destination

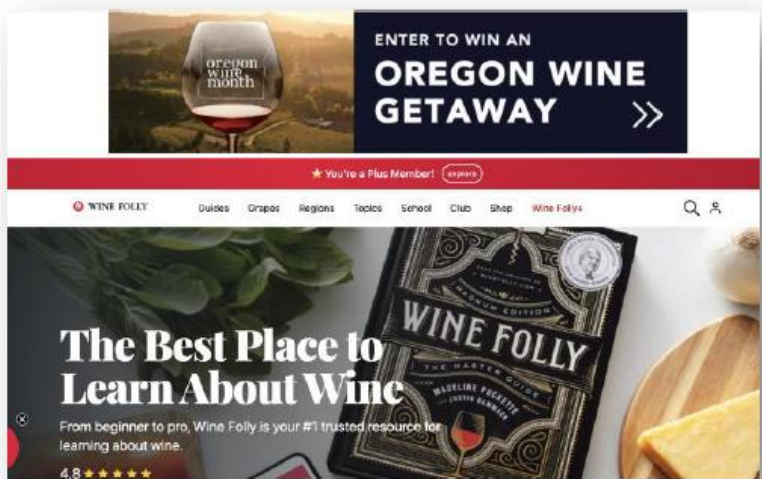
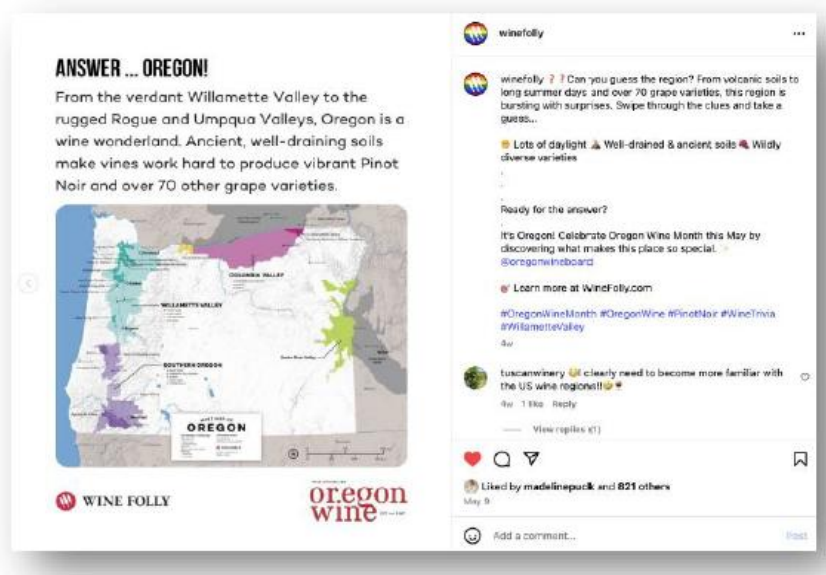
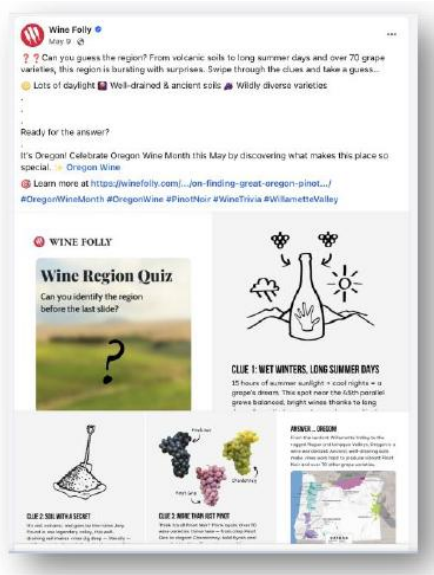




Wine Folly promoted Oregon Wine Month through a dynamic, multi-channel digital campaign.

Social Media Quiz  
E-Blast  
Banner Ads

816k+ impressions,  
2,371 engagements



# Wine Spectator

Wine Spectator digital and print campaign for Oregon Wine Month.

Newsletter  
Digital Ads  
Oregon Full Page Feature

3.2M impressions  
48% CTR

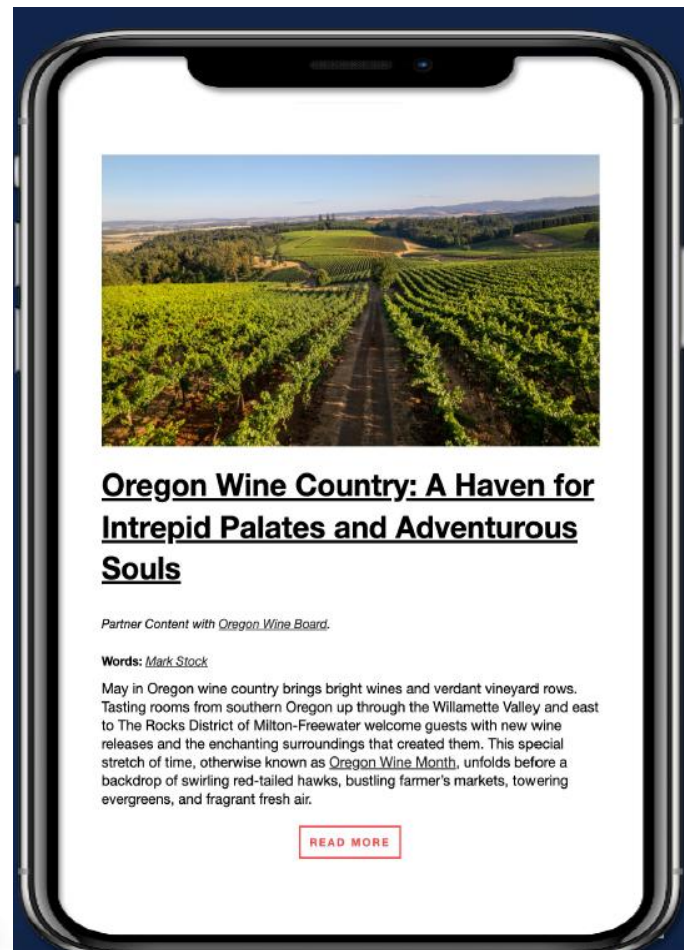




VinePair and Oregon Wine Board collaborated on a multi-faceted campaign spanning content, promotion and display.

**Custom Content Feature, Social Promotions, Newsletter Email Promotion, ROS Media (banner ads)**

*1M+ impressions, 718k+ engagements, 27% CTR*



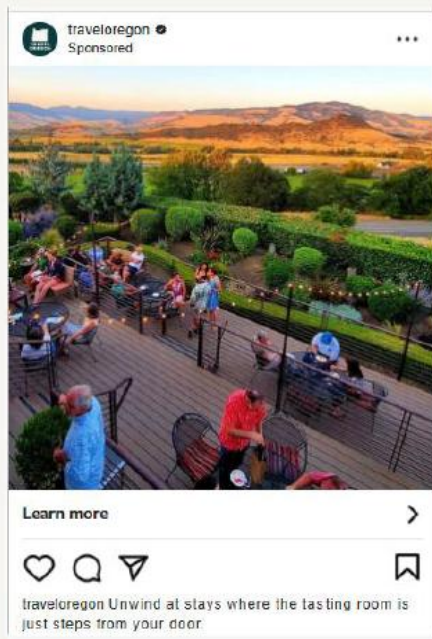


# TRAVEL OREGON

The OWB x Travel Oregon campaign collaboration generated a 143% increase in clicks, and 71% increase in click rate (CTR) compared to last year.

The TO partnership included paid digital and social media along with support in bringing the Portland airport activation to life.

*2.16M impressions, 36k+ engagements, 1.1% CTR*





Strategic partnership with Tillamook Creamery for the Graze & Sip event on May 4th. Tillamook's largest single-day event with 317 participants. 8 wineries from all six Oregon regions were represented and the Oregon Wine Film featured.



The new Oregon Wine Film was featured as a video ad during the ORLA alcohol server permit course online, reminding almost 80,000 beverage service employees in Oregon to recommend Oregon wines.

# Local Activations

## OPB

Radio spots and features on Splendid Table podcast.  
*330k+ impressions*

## KGW

172 TV Broadcast spots.  
*2.9M impressions*

## The Oregonian

Sponsored content and social promotions.  
*550k+ impressions*

## Willamette Week

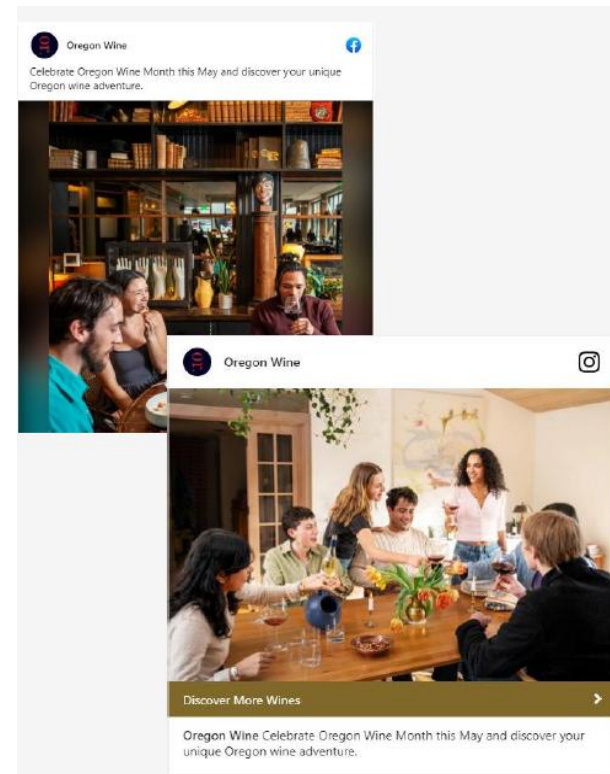
Print and digital ads.  
*105k impressions*

## Portland Monthly

Newsletter and social posts.  
*70k+ impressions*

## Sip Magazine

Leaderboard digital ad and newsletter feature  
*375k impressions*



# Social Media Campaign

A multi-platform campaign celebrating Oregon Wine Month.

Highlights included #OregonWineMonth content, #OregonWineAdventure travel features, interactive #ShareandPairSundays, and sweepstakes promotion. Drove traffic, engagement, visibility, and community participation.

 **Instagram**

Oregon Wine Month was our highest traffic month yet, with overwhelming response to our organic posts and significant engagement from followers and non-followers alike in response to nudges to enter the Oregon Wine Giveaway Sweepstakes. Popular topics included highlights of regional Sweepstakes packages, story highlights of weekend events throughout the month, and shareable content encouraging visitation.

15.9K	858	167,086	4461
Followers	Follower gain	Visibility <small>M: Reach + Impressions</small>	Engagement <small>M: Interactions + Clicks</small>

 **Facebook**

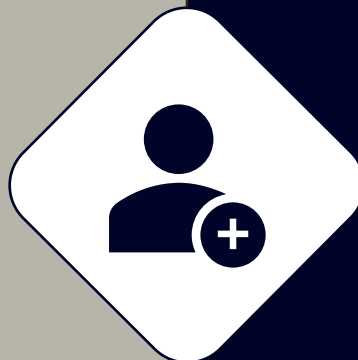
Facebook content mirrored Instagram content, with deviation specific to paid ads. By creating a custom audience, we were able to directly target non-followers to encourage engagement and to prompt new users to enter our Oregon Wine Getaway Sweepstakes. This was the biggest follower gain we've seen yet at nearly 5% of growth in a month.

25,582	1,065	174,584	4,269
Followers	Follower gain	Visibility <small>M: Reach + Impressions</small>	Engagement <small>M: Interactions + Clicks</small>

 **LinkedIn**

Oregon Wine Month brought many opportunities to highlight partners and acknowledge media mentions of wine regions, wineries and vineyards, and events. We saw significant traction in shareable content and shoutouts from several publications.

2,685	118	54,492	924
Followers	Follower gain	Visibility <small>M: Reach + Impressions</small>	Engagement <small>M: Interactions + Clicks</small>



2,000+ new followers

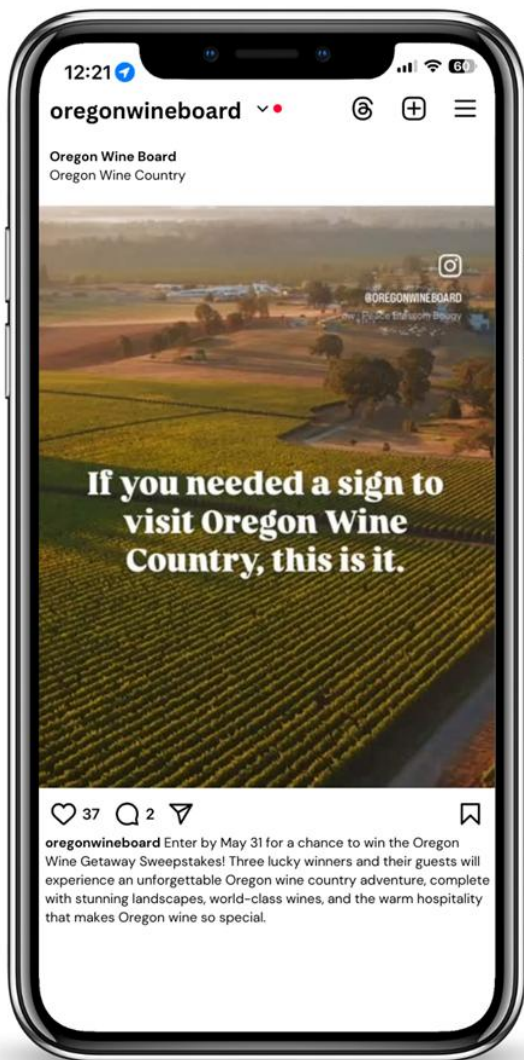


200+ wineries engaged



200k+ impressions

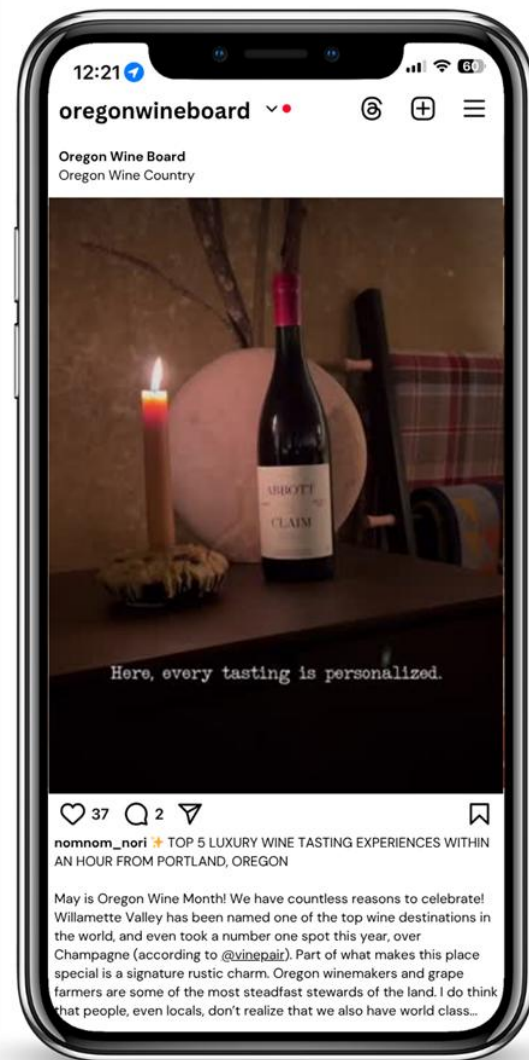
# Social Media Highlights



#OregonWineAdventure Sweepstakes Promotion



Share & Pair Sundays



Influencer Partnerships

# Trade Highlights

## Wine.com

Postcard inserts in shipments to 20,000 households.  
 +9% Oregon wine sales growth vs LY  
 244 new Oregon SKUs

## Costco

Custom posters for OWM displays in 110 stores in the mid-west



## Safeway Albertsons

NVWA Sales Tips Newsletter focused on Oregon sent to 500+ Wine Stewards.  
 In-store audio ads in Oregon and Seattle.  
 1.1M impressions

## Gary's Marketplace

In-store displays supported by robust digital, social and SMS campaigns.  
 340k impressions, 130% Oregon wine sales growth

## Harris Teeter

In-store video ads in 156 locations.

## Winebow

Wonder Sessions: Distributor education in IL for Oregon Wine  
 +15% volume growth in Q2 vs PQ2



OR.

# Point-of-Sale

Over 15,000 pieces sent to 15 states



OREGON WINE MONTH 2025 PROGRAM DECK



## Distributor Incentive

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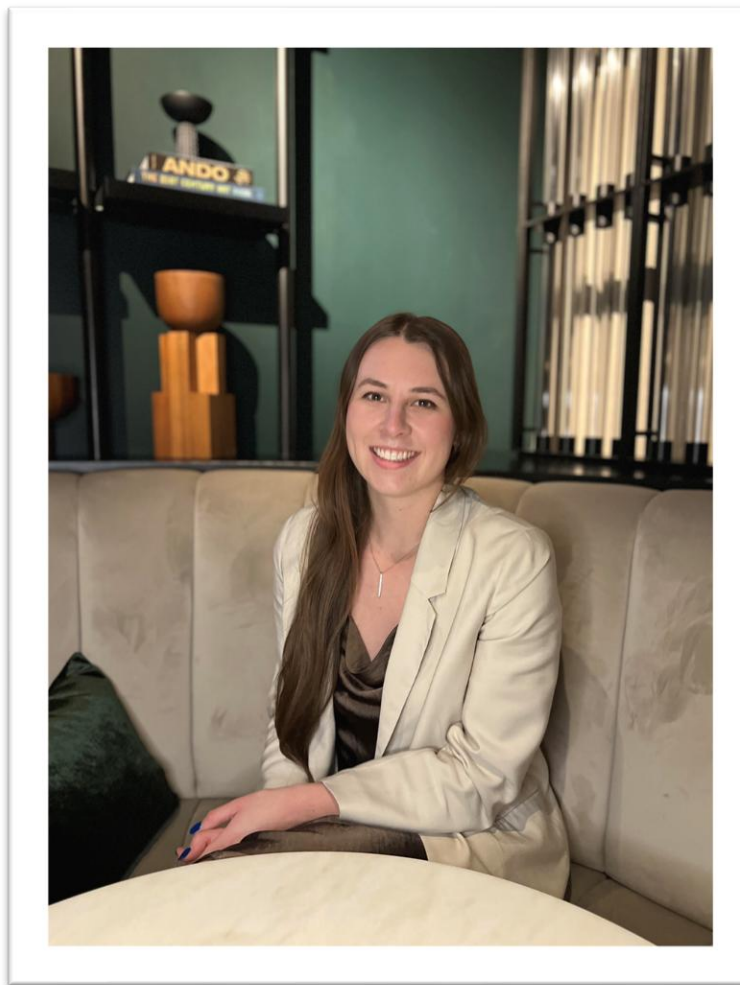
Congratulations to Laurel Wear!

Laurel led a multi-tiered campaign with **Binny's Beverage Depot** (Illinois' largest wine retailer) through executive-level relationship building, targeted staff education, and consumer outreach. This strategic effort resulted in nearly **1,000 cases sold and a 63% year-over-year volume lift for Oregon wines** within Winebow's portfolio.

"I'm always talking about Oregon wines. But more and more, people really want to listen! This past May, between consumer events and staff trainings, it's incredible to see the momentum for Oregon wines. They are exactly what buyers and consumers are looking for: elegant, easy to drink, and consistently high quality across the region."

Laurel has been invited to be a camper at **Oregon Pinot Camp 2026**. We look forward to hosting Laurel in Oregon and properly thanking her for support of the Oregon wine industry

*Thank you to WVWA and OPC for their support and partnership with this program.*



Laurel Wear

Key Account Specialist

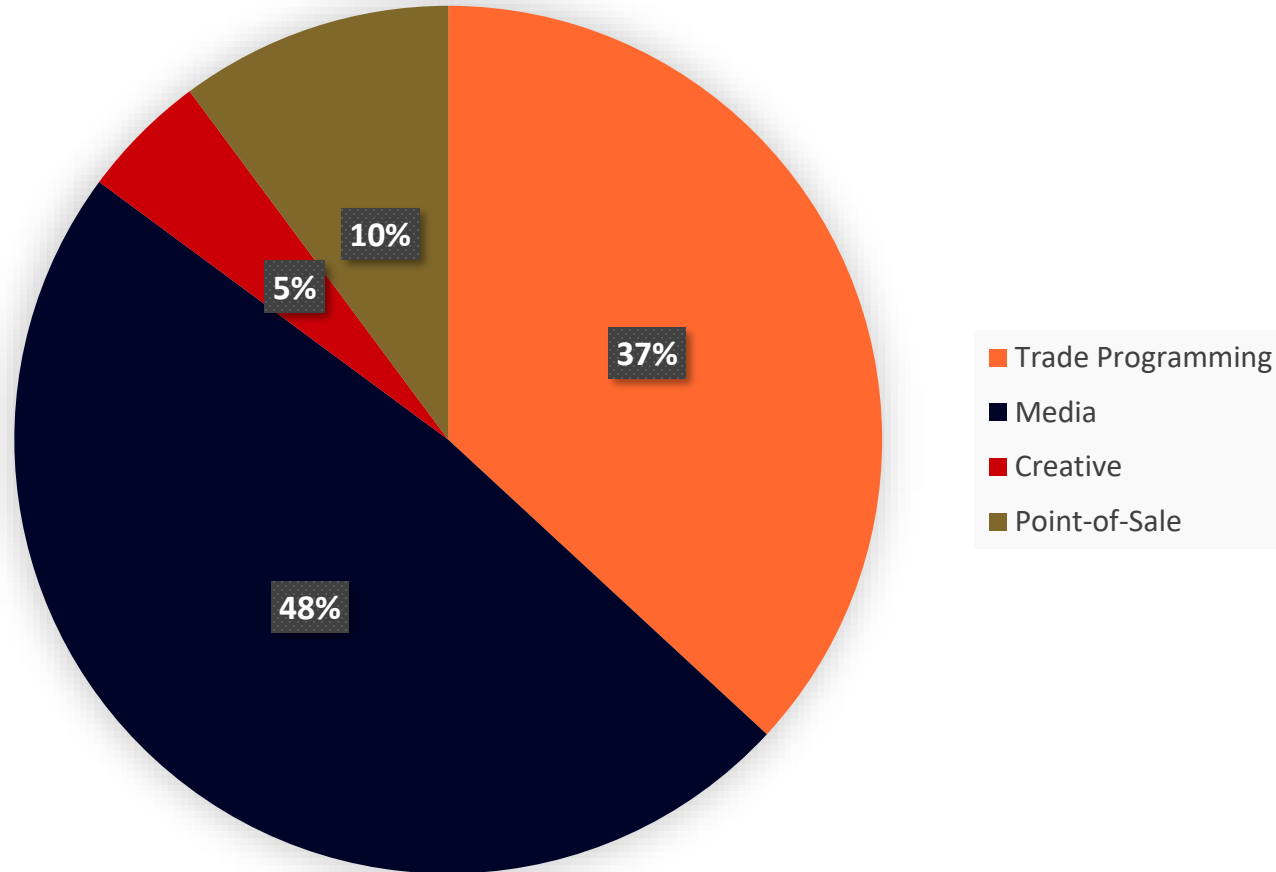
Winebow

**Best Oregon Wine Salesperson of the Year.**

# 2025 Budget Breakdown OWM

Budget: \$160,000  
Actual: \$126,263

## Spend



\$5k pre-committed spends rolled into next year's budget  
Lower than expected Point-of-Sale orders  
Shifted funds over to media and trade programming  
Travel Oregon partnership



# Executive Summary

## Highlights & Wins

OWB made it's largest and most strategic multi-channel investment in Oregon Wine Month in 2025.

Strong cost-efficiency, highly optimized cost per impression across paid media.

Built deeper retail and distributor partnerships with the Oregon wine category.

Created content and campaign structures that are scalable and repeatable.

## Opportunities & Learnings

Point-of-sale materials underperformed in orders. Further research is needed to understand barriers and improve relevance, timing and delivery.

Trade programming efforts were impactful but require more lead time and earlier alignment with wineries to integrate with the activations they're already planning in key markets.

Oregon Wine Month has the potential to deliver even greater impact as part of a broader seasonal campaign, positioning it as the launch point for wine country travel, storytelling, and sales momentum throughout the summer.

Deeper winery engagement is critical. Collaboration remains a key strength.

# Thank You

Next Steps:

Oregon Wine Month survey

Oregon Wine Month planning begins this fall.

Carissa Cook

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