

# MAY IS OREGON WINE MONTH

## 5 WAYS TO GET YOUR RESTAURANT INVOLVED

1

FEATURE AN  
OREGON WINE MONTH  
FLIGHT



This May, the Oregon Wine Board and OpenTable are partnering to promote restaurants in Oregon featuring a flight of three Oregon wines throughout the whole month of May. Participating restaurants will be promoted through OpenTable and the Oregon Wine Board's consumer advertising channels. *Note: this program is not available to restaurants outside Oregon.*

Portland MONTHLY Sunset SeattleMet



MailChimp

1859  
Oregon's Magazine

southern  
oregon  
magazine



*Off the beaten path varieties, vintage verticals, single vineyard comparisons... now is the chance to feature what you love most about Oregon wine in a flight!*

May is the perfect time to host a winemaker dinner or offer a unique Oregon wine event. Submit the event through the Oregon Wine Month Toolkit and the Oregon Wine Board will promote it on our popular consumer event calendar.

2

HOST  
AN OREGON WINE  
EVENT



# 3

## ORDER AND DOWNLOAD POS

Deck your halls with Oregon Wine Month swag! Ask a distributor rep to drop off POS to your restaurant in April. Items like menu templates, logos and check presenter inserts can be downloaded directly from the toolkit.

Can't find a distributor that has Oregon Wine Month POS? Email Christina DeArment at [christina@oregonwine.org](mailto:christina@oregonwine.org).



Get your staff excited to sell Oregon wine! Visit [trade.oregonwine.org](http://trade.oregonwine.org) for resources to prepare for an Oregon wine staff training in minutes. The website offers free, downloadable files including:

- Presentations on topics such as AVAs, climate, geology and more
- Maps of every AVA
- Tech sheets for each winegrowing region of Oregon

# 4

## CONDUCT A STAFF TRAINING



# 5

## SHARE ON SOCIAL MEDIA

Oregon Wine Month graphics for social media can be downloaded from the Oregon Wine Month Toolkit.

Join the conversation:  
**#OregonWineMonth**

## BONUS

FOR OREGON WINE A-LIST RESTAURANTS



## MOTIVATE YOUR STAFF WITH A \$50 INCENTIVE

2018 Oregon Wine A-List restaurants offering a month-long three Oregon wine flight will receive a \$50 Visa gift card to be used as a server incentive. For a full list of eligible restaurants visit [www.oregonwinealist.com](http://www.oregonwinealist.com).

Visit the Oregon Wine Month Toolkit to get started:

[OREGONWINEMONHTOOLKIT.ORG](http://OREGONWINEMONHTOOLKIT.ORG)

