

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 will promote restaurants featuring a flight of three Oregon wines throughout the whole month of May. Participating restaurants will be promoted through the Oregon Wine Board's website, social media and newsletter.

MailChimp



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



Visit the Oregon Wine Month Toolkit to get started:

OREGONWINEMONTHTOOLKIT.ORG



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.



Get your staff excited to sell Oregon wine by enrolling them in Learn Oregon, a 4-week Oregon wine online education curriculum developed by Bree Stock MW. Delivered via email throughout March, Learn Oregon is designed to train FOH staff to sell and serve Oregon wine confidently.

Curriculum:

- Week 1: Oregon Wine 101
- Week 2: Environmental Stewardship
- Week 3: Labeling Regulations
- Week 4: Selling Oregon Wine

Note: This will be the same material used as last year. It would be a good training for a new staff member or a refresher for seasoned employees.

4

TRAIN YOUR STAFF

Enroll yourself and staff by **March 1** at oregonwinemonthtoolkit.org.

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

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