

or.



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

2025 PROGRAM DECK

Because no place is like this place...

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

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May 2025

Campaign Kick-off Agenda:

Campaign Overview

Toolkits

Point-of-Sale

Media Plan

Other Resources

Budget

OREGON WINE MONTH TOOLKIT

## What is Oregon Wine Month?

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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.**



## Why Oregon Wine Month?

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Oregon's wine industry generates **nearly 40,000 jobs** and **Oregon wine grapes and wines support an \$8.2 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.



## Economic Impact of Wine in Oregon

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1,512

Number of Oregon Vineyards

1,143

Number of Oregon Wineries

23

Number of American Viticultural Areas in Oregon

100+

Number of wine grape varieties grown in Oregon

6M

Cases of Oregon wine sold in 2023

\$932 million

Estimated value of wine sales

## Quality of Wine in Oregon

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2.4%

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

8%

Oregon's average share of wines represented on prestigious 'Top' lists in 2024

3

Oregon's number of appearances at the #1 spot on media lists in 2024

35-40%

Of planted acreage is certified sustainable or organic



## 2025 CAMPAIGN OVERVIEW



## Toolkit

Visit the program toolkit on the Industry website for all assets and program information. This toolkit will be continuously updated.

OREGON WINE MONTH TOOLKIT

[industry.oregonwine.org/resources/toolkits/oregon-wine-month/](https://industry.oregonwine.org/resources/toolkits/oregon-wine-month/)



### Campaign Overview

Consumer Sweepstakes  
Media Plan  
Editorial Timeline  
Brand Elements

### Channel Specific Tools

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

### Resources

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

## Celebrate Oregon Wine Month

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*Customers are excited to learn how they can celebrate Oregon Wine Month.* In March, OWB will launch an updated 'Oregon Wine Month' landing page on its website, highlighting various ways consumers can participate in the celebration. The site will feature a list of businesses offering OWM promotions, events, sweepstakes, and other engaging ways for consumers to get involved.

**ENROLL IN OREGON WINE MONTH**

Plan your Oregon Wine Month celebrations and enroll your business today.

### **What You Commit To:**

- Offering an Oregon Wine Month promotion, events, or program.
- Educating and training your staff on the significance of Oregon Wine Month.
- Actively promoting Oregon Wine Month in your marketing efforts.

### **What You Gain:**

- A feature on our website, connecting you with an engaged audience.
- Support for your programs, events, and promotions through our resources.

***For maximum exposure please enroll by the deadline to be included in consumer newsletters, social posts and media pitches. DEADLINE: April 1<sup>st</sup>***

*This opportunity is open to wineries, distributors, restaurants, and retail accounts. Let's come together to elevate Oregon wine and make this May unforgettable!*



# 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

Win a 2-night getaway to  
Oregon Wine Country

Multiple winners

Featuring getaways to  
multiple regions

## Social Media Campaign

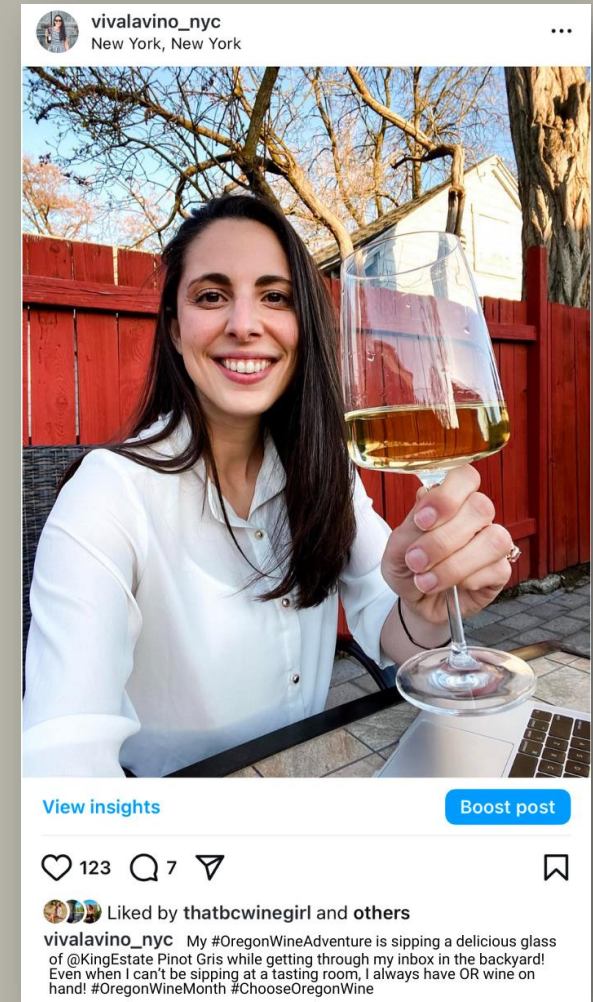
Promotion of OWM activations, messaging and sweepstakes along with the **#OregonWineAdventure** campaign.

**OWB will develop a social media content series featuring Oregon Wine Adventures. Get your business and customers involved!**

1. **Create Oregon Wine Adventure Content:** Capture photos, videos or reels of customers or employees enjoying their Oregon Wine Adventure.
2. **Promote the Campaign:** Share the campaign on your social media platforms, email newsletters, and tasting room signage.
3. **Encourage Participation:** Ask followers, visitors, and wine club members to create content showcasing their unique adventures with Oregon wine.
4. **Use the Hashtags:** #OregonWineAdventure #OregonWineMonth #ChooseOregonWine
5. **Call to Action:** “This is my Oregon wine adventure” and “What’s your Oregon wine adventure” in their videos to spark further participation.

Share engaging posts and tag @OregonWineBoard.

More details including our [Social Media Guidebook](#) available on the toolkit





TOOLKITS





## OREGON WINE MONTH TOOLKIT

8:31

LTE

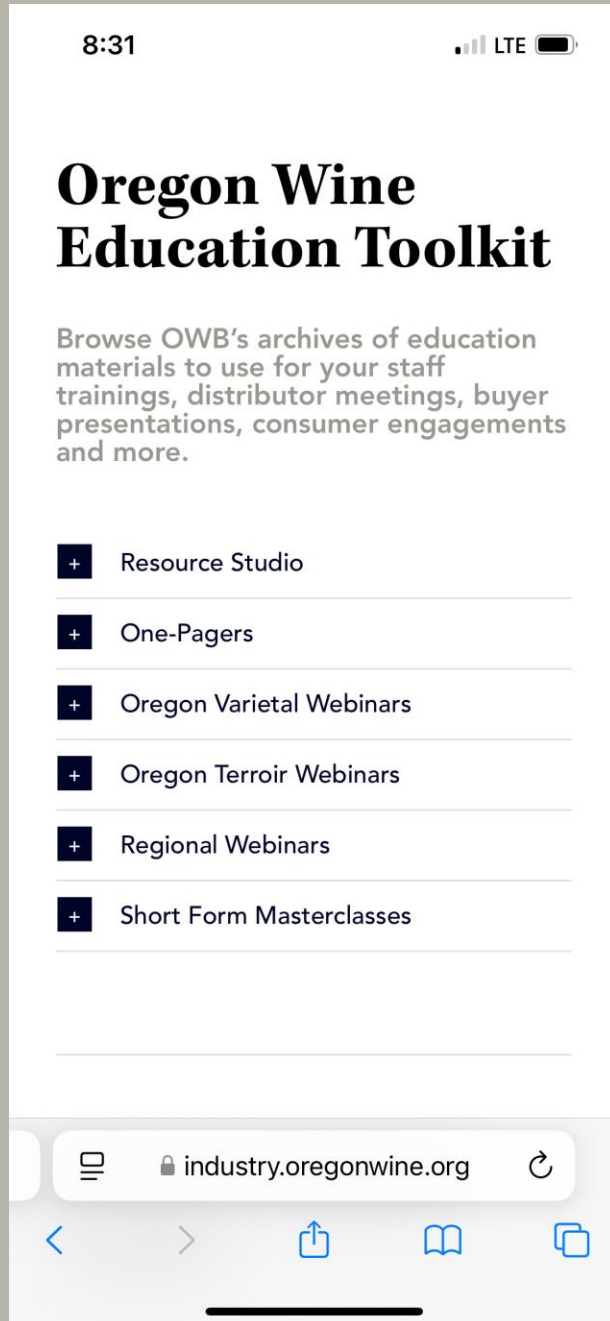
## DTC Toolkit

Tips, assets, resources, tools and to-do list to activate Oregon Wine Month in your direct-to-consumer business.

- + Activate your Oregon Wine Month Celebration: Tips, ideas and inspiration
- + Enroll to Celebrate Oregon Wine Month
- + Add Events to the Events Calendar
- + Update your Tasting Room Directory
- + Elevate our Tasting Room with POS Materials
- + Energize Your Staff
- + Add Value with the Wine Flies Free Program
- + Educate and Engage
- + Leverage Digital Marketing

[industry.oregonwine.org](https://industry.oregonwine.org)





OREGON WINE MONTH TOOLKIT



OREGON WINE MONTH TOOLKIT

8:31

LTE

## Trade Toolkit

Bring Oregon Wine Month to life off-premise, on-premise and through e-commerce channels. Use this toolkit to promote Oregon Wine Month featured displays, new points of distribution, e-blasts, advertising promotions, store demos, glass, bottle or even flight features, and staff trainings.

- + Sell in displays, placements and features with OWB Sales Tools
- + Promote Oregon Wine with OWB's impactful Oregon Wine Film
- + Merchandise Displays and On-Premise Accounts with Point-of-Sale
- + Distributor Incentive
- + Educate and Engage

## Distributor Incentive

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The Oregon Wine Board together with Oregon Pinot Camp will name one person the

**Best Oregon Wine Salesperson of the Year.** The winner will be featured on OWB's website and through social channels as well as receive an invitation and reimbursed expenses to **Oregon Pinot Camp 2026.**

Promote Oregon Wine Month by selling in strong programs, building impactful and well merchandised displays, selling in on-premise features, new points-of-distribution, staff trainings and making an overall impactful OWM activation in your market.

This incentive is open to all distributor reps across the country.

Further details coming soon and can be found on the Trade Toolkit.

Applications are due by June 30<sup>th</sup>.





POINT-OF-SALE

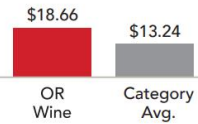


# CHOOSE ADVENTURE. CHOOSE OREGON WINE.

OREGON WINE MONTH  
MAY 2025



## REVENUE



Oregon wine commands 29% higher average retail price per 750ml. (Nielsen)

## GROWTH

**+9%**

Oregon wine volume increased 9% in Oregon retail during the 2024 promotion. (Nielsen)

## QUALITY

**#1**

An Oregon wine earned the top spot on "The Enthusiast 100: The Best Wines of 2024" by Wine Enthusiast.

## Resources

### PRINTED MATERIALS:

CASE CARDS  
SHELF TALKERS  
TABLE TENTS  
MENU INSERTS

Order through the OWM Toolkit

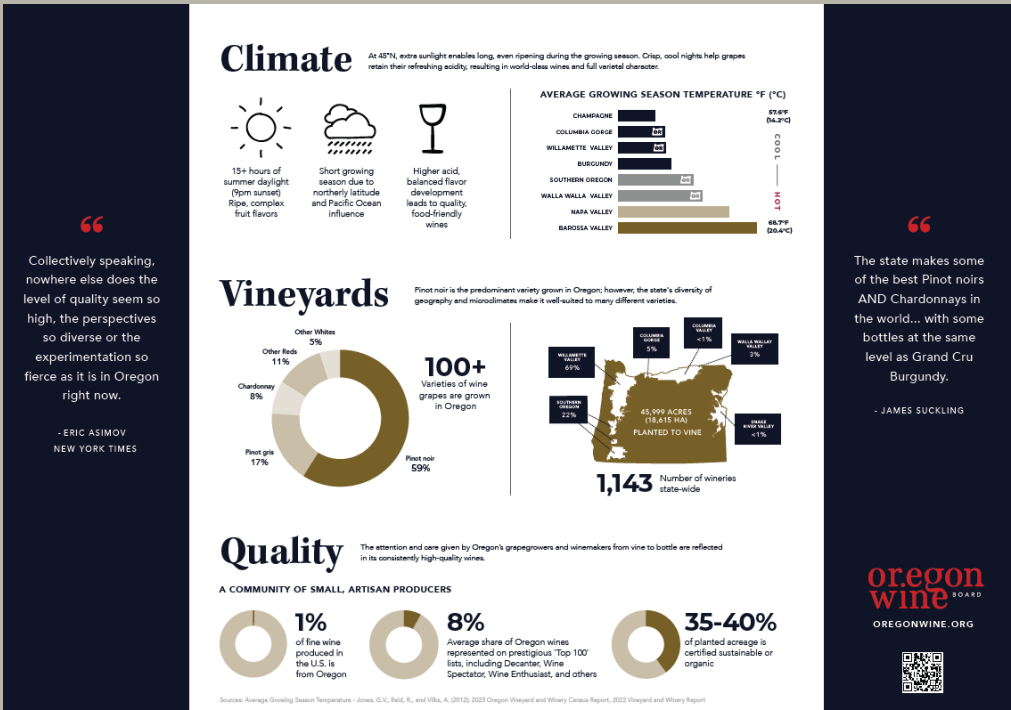
SWEEPSTAKES: WIN AN OREGON WINE ADVENTURE  
PRINT & DIGITAL ASSETS  
EDUCATION  
MEDIA PLAN  
MARKETING SUPPORT



OREGON WINE  
MONTH TOOLKIT

CONTACT: [CARISSA@OREGONWINE.ORG](mailto:CARISSA@OREGONWINE.ORG)

[DOWNLOAD SELL SHEET](#)





or.



## Point of Sale

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

Case Cards (8.5x14)

Neckars

Table Tents (4x6)

Menu Insert/Flyer (5x7)

*All POS is available in two different designs*



POS order form available January 31, 2025

POS orders are due by March 7, 2025

Fulfillment by early April

Please invite your trade contacts to complete their order forms.

Oregon Wine Month 2024 POS Order Form

Business Name \*

Type of Business \*

select business type

Primary Contact \*

First Last

or.



2025 MEDIA PLAN

Media

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Wine Spectator

VINEPAIR

OPB

 OREGONLIVE  
The Oregonian

FLYPDX

## Strategic Partnerships

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WINE & MARKETPLACE



TRAVEL  
OREGON

JamesBeard  
GOOD FOOD FOR GOOD™  
Foundation



## VinePair

VINEPAIR IS THE MOST READ AND MOST INFLUENTIAL DRINKS LIFESTYLE PUBLICATION IN AMERICA.

**155K+ dedicated subscribers.**

Custom Article

Banner Ad

Social Promotions

Newsletter



## Oregon Public Broadcast

OPB Radio Spots (4/13-4/30 & 5/12-5/25)

*Popular afternoon programming + broad rotator spots + targeted Splendid Table*



## The Oregonian

Sponsored content and social promotions.

*1.5M Impressions*





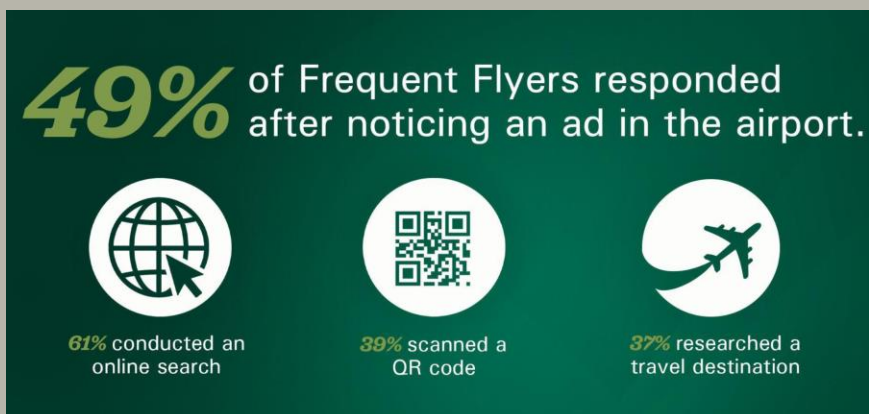
## Portland Airport

**4/14/25 - 6/8/25**

Baggage Claim Exit Wall Wraps  
Framing both sides of the exit to  
baggage claim, "Celebrate Oregon  
Wine Month" messaging and visuals.  
*Oregon Wine will be the first wall wrap  
ever in this location*

**5/1/25 - 5/28/25**

Oregon Wine Film feature on the four  
Digital Directory Kiosks in the  
terminals



## Tillamook

Oregon Wine partnership for the Tillamook Graze & Sip event on May 4<sup>th</sup> featuring Oregon wine and cheese.



## Oregon Restaurant & Lodging Association



Oregon Wine Film ad featured for the month of May on ORLA's OregonAlcoholServer.com, Oregon's alcohol service training website serving 148,000 service professionals per month.

## Wine.com

The largest online wine store will feature an Oregon Wine Month insert for targeted May shipments.



## Travel Oregon

Content series  
Social media promotion via paid and organic content  
Media partnership support



# Editorial Calendar

	February	March	April	May	June
OWB Program Milestones	Collect OWM Enrollments	POS Order Forms Due	Consumer Website Launch  Industry & Consumer Emails  Sweepstakes Launch & Promotion  Social Campaign Kickoff  Distributor Kickoffs	Full Oregon Wine Month Activation  Industry & Consumer Communications  Retail Activations  On-Premise Activations  Digital Promotions	Sweepstakes Winner Announced  Distributor Incentive Winner Announced  Wine Country Tourism Season Begins
Media	Targeted Local Pitches for OWM  Media Coverage & Engagement at Oregon Wine Symposium	FAM Tour Engagement  Critical Reviewer Hosting	Media Advisory  PDX Airport Wall Wraps  VinePair Activation  OPB Radio Spots  The Oregonian Activation	Press Releases  PDX OWM Film is live  Wine.Com Mailers  ORLA Film Ad is live  Travel Oregon Content Promotion	Oregon Wine featured in Wine Spectator  Critical Reviewer Hosting
Events	Oregon Wine Symposium  Debut Oregon Wine Film at OWS	LIVE annual meeting  Oregon Wine Lounge at Travel Oregon's Media Marketplace	Sponsor: Oregon Governor's Conference on Tourism	Tillamook Graze & Sip May 4th  Memorial Day in Wine Country	Oregon Pinot Camp



ADDITIONAL RESOURCES





## Oregon Wine Month Creative

Oregon Wine Month Logos including wordmarks, brandmarks and regional assets.

Style Guides.

Digital Assets.

[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.

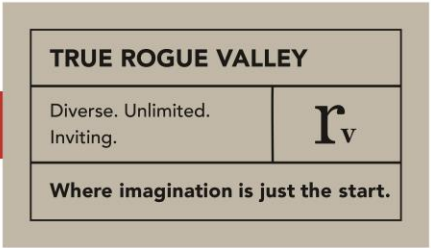
# Regional Assets

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.

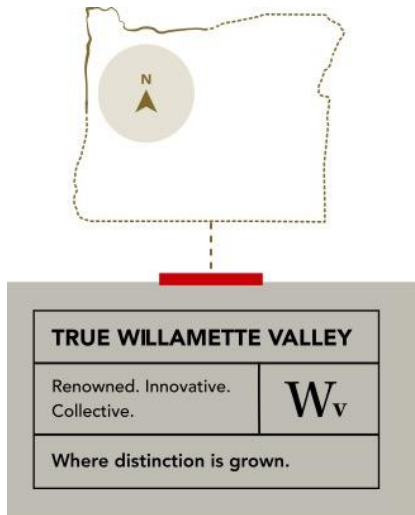
Questions? [carissa@oregonwine.org](mailto:carissa@oregonwine.org).  
[industry.oregonwine.org/resources/toolkits/oregon-wine-brand/](https://industry.oregonwine.org/resources/toolkits/oregon-wine-brand/)

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

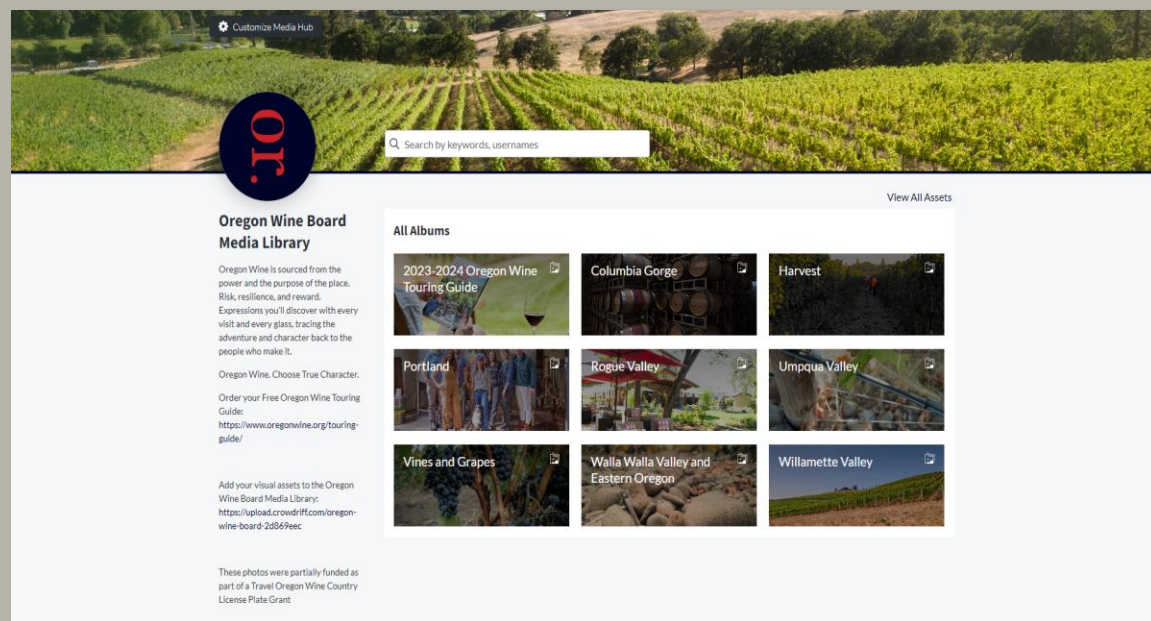
## Media Library

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](#)





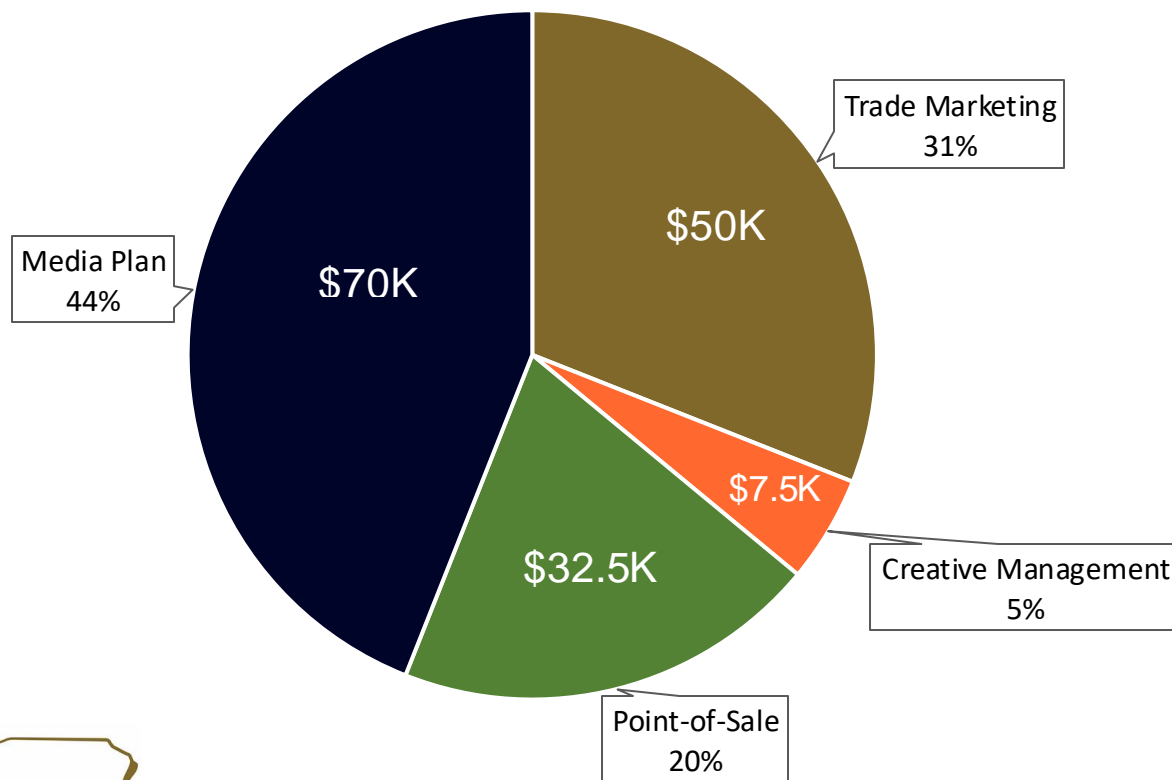
or.



2025 BUDGET

## 2025 Budget Breakdown (\$160,000)

■ Trade Marketing ■ Creative Management ■ Point-of-Sale ■ Media Plan



# Thank You!

Questions or collaboration  
opportunities?

[Carissa@OregonWine.org](mailto:Carissa@OregonWine.org)

oregon  
wine BOARD