

oregon wine month

May 2023.

**CHOOSE
TRUE
CHARACTER.**

The state makes some of the best Pinot noirs AND Chardonnays in the world. I used a capital-lettered AND to emphasize that Oregon makes superb Chardonnay with some bottles at the same level as Grand Cru Burgundy.

- JAMES SUCKLING

Digital

COMPLETE STYLE GUIDE, SOCIAL MEDIA ASSETS, WEB & E-NEWS BANNERS

Draft materials



Printed

CASE CARDS, SHELF TALKERS, TABLE TENTS, OTHER ASSETS TBD

Draft materials



Why Oregon Wine Month? THE BUSINESS CASE FOR OREGON WINE

REVENUE

\$17.75



OR Wine Category Average

Average retail selling price per 750ml (Nielsen)

GROWTH

+\$20%

Oregon Wine is up 20% vs. 2019 pre-COVID levels – outpacing all domestic wine (Nielsen)

PROGRAM RESOURCES TO COME

- In advance of May, the OWB's Master of Wine Bree Stock will offer virtual learning opportunities with in-depth selling information on some of the sites and winemakers that make Oregon distinctively compelling
- Dynamic and customizable sales decks available to enhance promotional activities
- Regional sweepstakes for value-add consumer messaging
- On and Off premise marketing support
- Digital marketing campaigns and social media outreach

COMPETITIVE

+43%

Pinot Noir volume far outpacing all domestic varietal categories above \$15 (SipSource)

QUALITY



23% Oregon share of domestic wine represented in Wine Spectator's Top 100 in 2021

