

oregon wine month

MAY 2024

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

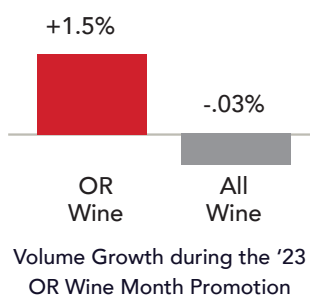
Why Oregon Wine Month?

THE BUSINESS CASE FOR OREGON WINE

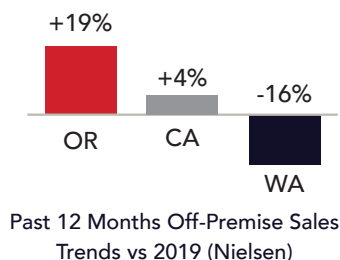
REVENUE



GROWTH



COMPETITIVE



QUALITY



Printed

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

Draft materials



Digital

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

Draft materials



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



Visit the OWM toolkit