

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

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