## CHOOSE ADVENTURE. CHOOSE OREGON WINE.

OREGON WINE MONTH MAY 2025

or.egon wine



DISCOVER TRUE CHARACTER

or.egon wine month Character in the people who make it.
Character in the people who drink it.

CHOOSE TRUE CHARACTER.

or.egon wine month

OREGONWINEBOARD OREGONWINEMONTH

## REVENUE

\$18.66

\$13.24

OR Wine Category Avg.

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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