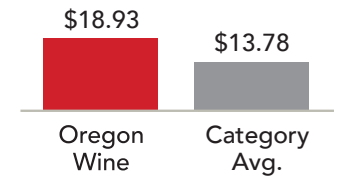


# WHERE ADVENTURE MEETS EXCELLENCE.

OREGON WINE MONTH | MAY 2026



## REVENUE



Oregon wine commands 29% higher average retail price per 750ml. Source: Nielsen

## GROWTH

**3X**

Oregon wine outperformed the total wine category by 3x nationally, during the 2025 promotion. Source: Nielsen

## QUALITY

**90+**

Oregon wines consistently earn 90+ ratings for exceptional quality. Source: Wine Spectator, Wine Enthusiast, Decanter, James Suckling

## RESOURCES

### PRINTED MATERIALS:

- CASE CARDS
- SHELF TALKERS
- TABLE TENTS
- MENU INSERTS

Order through the OWM Toolkit

### ADDITIONAL RESOURCES:

- PRINT & DIGITAL ASSETS
- EDUCATION
- MEDIA PLAN
- MARKETING SUPPORT



OREGON WINE MONTH TOOLKIT

INDUSTRY.OREGONWINE.ORG/MARKETING

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