

WHERE ADVENTURE MEETS EXCELLENCE.

OREGON WINE MONTH | MAY 2026



or.egon
wine



REVENUE

\$18.93

\$13.78

Oregon
Wine

Category
Avg.

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

CONTACT: CARISSA@OREGONWINE.ORG