

oregon wine BOARD

Recapping 2025 & Looking Forward to 2026

The Oregon Wine Board Team



Gina Bianco
Executive Director



Sally Crawford
Chief Financial Officer



Carissa Cook
Marketing Director



Ben Engel
Communications Manager



Stacey Kohler
Executive Assistant



Jess Willey
*Research & Education
Director*



We Listened & Learned

- 15 Industry Interviews
- 9 Wine Grower and Producer Listening Sessions
- Board of Director and Staff Planning Sessions Facilitated by Professional Consultants



OPERATING PRINCIPLES

Vision

We envision a sustainable Oregon wine industry that is globally recognized for its leadership, craftsmanship, and commitment to excellence.

Mission

Empower and unite Oregon's wine community through marketing, research, and education for the advancement of our world-class wines.





Strategic Pillars

**MARKETING
THAT BREAKS
THROUGH**

**EDUCATION AND
RESEARCH THAT
EMPOWERS**

**COMMUNICATION
THAT
CONNECTS**

**OPERATIONAL
EXCELLENCE THAT
DELIVERS**



How We Will Accomplish Our Pillars

- Improve and promote the Oregon wine brand on a global stage.
- Expand our sphere of influence by growing and fostering key relationships.
- Fund and promote research and education in support of the Oregon wine industry.
- Expand opportunities to foster collaboration.

2025 OWB Social & Public Relations Metrics



1700% ↑
16.5 Million Impressions

6
Major Retail Chain Activations

250+
Wineries & Associations Engaged

2,000+
New Followers on Socials

16.5M
Paid Impressions

183M
Media Reach (May)

Overall Media Coverage 2025

15,700
Media Mentions
61 Billion Reached

Holiday Campaign

5 M
Impressions

OWB Funded Research



Delivered the V&W Census 3 months earlier providing growers data for making business decisions



Awarded grants for 6 scientific research projects from disease control to wine quality



Surveyed vineyards to understand plans for crop management & informational needs

OWB Supported Education



Collaborated with OSU on seminars to address crop management during declining demand for grapes



Hosted OWS 2025 in collaboration with the Oregon Winegrowers Assoc.



Reimagined OWS 2026 to be more in tune with the needs of the industry

OWB Supported Projects & Events



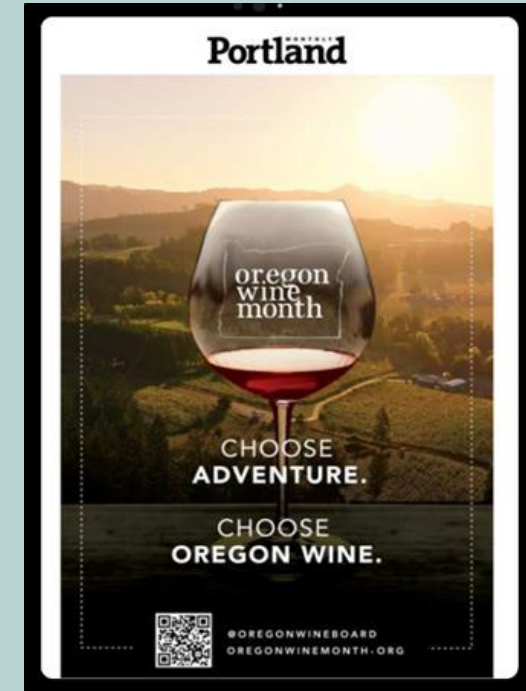
Granted 8 wine marketing projects across the state



Sponsored 15 Oregon wine events

Looking Ahead...

Bigger, bolder marketing & ad campaigns



Updated Industry Website



More Streamlined Communications Strategy



More Engaging & Relevant Symposium





Stronger OWB Engagement With the Wine Industry

Increased Media Engagement

- Media Familiarization Tours
- Story Pitches
- Media Kit
- Wine Tourism Strategic Plan
- Collaboration with Travel Oregon, Regional, Local DMOs

Engage with Us!

2025-30 Strategic Plan



industry.oregonwine.org/about-the-oregon-wine-board

Sign Up for The Grapevine



industry.oregonwine.org/owb-news-signup

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Thank you!