

# OREGON VINE PERKS IN YOUR TASTING ROOM

## *Everything you need to know*

### **About Oregon Vine Perks**

Oregon Vine Perks is a program developed by the Oregon Wine Board. Anyone who spends \$250 or more on Oregon wine between May 1 and September 1 can upload their receipts as proof of purchase and receive an Oregon Vine Perks Pass in the mail. Vine Perks Pass holders will be able to show their pass at participating wineries around the state to unlock 2 for 1 tastings, discounts and VIP benefits once businesses reopen until 4/30/2021.

#### Fine Print:

- Consumers must upload proof of purchase receipts on [oregonvineperks.org](http://oregonvineperks.org) to qualify
- Open only to people 21 years of age or older who are legal residents of the 50 United States and District of Columbia.
- Qualifying purchases must be made between May 1 – Sept. 1, 2020
- Participating consumers must register for the program no later than Sept. 1, 2020. OWB will not review or honor submissions received after the registration deadline.
- Qualifying wine purchases include any wine produced from grapes grown in Oregon. A winery does not have to be listed as a participating winery.
- Multiple purchases from one or more businesses can be added together to reach the \$250 purchase requirement but all receipts must be uploaded all at one time.
- Wine can be purchased from a winery, retailer, website or restaurant
- Pass benefits are valid until April 30, 2021
- Pass benefits are valid only at participating wineries
- Pass holders may be asked by wineries to show an ID to confirm their name and pass number
- Pass benefits are valid at participating wineries one time, unless otherwise specified by winery tasting room staff

### **How It Will Work In Your Tasting Room**

Oregon Vine Perks Pass holders will show you their physical pass to redeem benefits. Each pass will have a unique member number. Pass benefits are valid until April 30, 2021. View the list of participant names and their member numbers [here](#).

Pass holders have been told that they may be asked by tasting room staff for ID to confirm their name and pass number, but that action is entirely up to you. This document will be updated through Sept. 1 at which point you can print off the list and have it easily accessible in your tasting room.

### **Know Your Perks**

By registering as an Oregon Vine Perks participating winery, you consented to offering two-for-one tastings to all pass holders until April 30, 2021.

Your winery may have chosen to offer additional discounts or benefits for Perks Pass holders. If you don't remember, you can check the [Oregon Vine Perks Pass Benefits](#) page. Email [Christina DeArment](mailto:Christina.DeArment@owb.org) if you'd like to make any changes.

## Track Participation

Pass holders have been told they can *only redeem their benefits once at each winery, unless otherwise specified by tasting room staff.*

If your winery chooses to only offer benefits once, your tasting room staff will be responsible for enforcing this policy by tracking it in your POS system or manually in a spreadsheet behind the counter.

If your winery chooses to offer benefits multiple times, there is no tracking required.

**Front of Oregon Vine Perks Pass:**



**Back of Oregon Vine Perks Pass:**

