

Oregon Wine Month May 2022.

“ OREGON IS RIGHT NOW THE SINGLE MOST EXCITING WINEMAKING AREA IN THE UNITED STATES. ”

- ERIC ASIMOV, NY TIMES



PROGRAM POS

DIGITAL: COMPLETE STYLE GUIDE, SOCIAL MEDIA ASSETS, WEB & E-NEWS BANNERS

PRINTED: CASE CARDS, SHELF TALKERS, OTHER ASSETS TBD

Why Oregon Wine Month?

THE BUSINESS CASE FOR OREGON WINE

GROWTH

Oregon wine sales in May 2021 measured up +29% vs. the same period pre-Covid (2019), far outpacing the category growth of +9% [Nielsen]

REVENUE

Oregon's average bottle price of \$16.72 drives significantly more revenue than the category average of \$8.19 [Nielsen]

PROGRAM RESOURCES TO COME

- In advance of May the OWB's Master of Wine Bree Stock will offer virtual learning opportunities with in-depth selling information on some of the sites and winemakers that make Oregon distinctively compelling
- Dynamic and customizable educational sales decks available to enhance promotional activities
- Regional sweepstakes for value-add consumer messaging

COMPETITIVE

IRI 2021 data highlights Oregon's category year to date growth (+2.1%) while California and Washington show declines (-12.2%)

QUALITY

The shift towards premium wine continues: while accounting for 1.5% of U.S. made wine, Oregon represents 17% of the U.S. wines scoring 90+ points in Wine Spectator