

## Oregon Wine Month: Distributor Incentive Program, 2025

OWB is excited to introduce the **Oregon Wine Month Distributor Incentive Program**. This initiative provides a unique opportunity to increase consumer engagement and drive sales while showcasing the exceptional wine experiences Oregon has to offer.

### Program Overview

Distributors who actively promote and execute Oregon Wine Month programs will be eligible to win the title of **“Best Oregon Wine Salesperson of the Year”** along with a highly coveted ticket to Oregon Pinot Camp, 2026 and reimbursed travel expenses up to \$1,000.

### How It Works

Distributors are encouraged to activate OWM programs, specials, displays and promotions that highlight Oregon wines. Please check out the rest of the toolkit for programming assets, including point-of-sale, to help amplify your efforts. Examples of activation efforts include:

- **Off-Premise:** Oregon Wine Month programs and displays featuring merchandised case stacks, premium positioning, new points of distribution and demos.
- **On-Premise:** OWM glass features, flights, wine dinners, menu features or other activations.
- **Marketing:** Work with on and off-premise accounts to help spread the word about Oregon Wine Month promotions via social media campaigns, email newsletters, in-store marketing or website features spotlighting Oregon wines.
- **Staff Trainings:** Hosting Oregon wine trainings (may be brand specific) for staff.

### Incentive for Distributors

**“Best Oregon Wine Salesperson of the Year”** award from OWB.

Feature on social channels and website.

1 ticket to Oregon Pinot Camp 2026.

Up to \$1,000 reimbursable travel expenses to attend OPC.

### Submission Requirements

To qualify for incentives, distributors must submit evidence of their activation efforts by **June 30th**. Submissions should include:

1. **Documentation of Campaigns:** Photos and sales data showcasing campaign success.

2. **Summary Report:** A brief overview of the activities conducted and their outcomes. What was the total impact of the activations?
3. **Detailed Report:** Include a list of accounts featuring OWM, number of Oregon wine cases sold, number of new Oregon wine PODs and any other KPIs achieved.

## How the Winner Will Be Chosen

The winner of this incentive will be selected based on the overall success and impact of their Oregon Wine Month execution. This recognition isn't about working with the biggest brands or creating the largest displays—it's about going above and beyond to make a meaningful impact.

We're looking for the representative who engages the right accounts, inspires them to support Oregon Wine Month, and tells the story of Oregon wine with passion and creativity. Key factors include well-merchandised displays located in the right store locations, featured in marketing materials, recommended by staff, spanning multiple brands, as well as strong promotions, account diversity, staff trainings, demos, and overall commitment to the celebration of Oregon Wine Month.

Step up, make an impact, and submit your strongest case for why you deserve to be named the Best Oregon Wine Salesperson of the Year!

This program not only supports the success of Oregon Wine Month but also strengthens relationships between distributors, retailers, and consumers. Let's work together to make Oregon wines shine this May!