



FedEx Supports the Oregon Wine Industry

- Oregon Winegrowers Association Rate Program
- Oregon Wine Symposium
- OWB/TEXSOM
- Willamette Valley Wineries Association
- Southern Oregon Winery Association
- Oregon Tempranillo Celebration





FedEx Distinct Advantages

- Oregon Winegrowers Association Rate Program
- Hold At Location (HAL) Expansion
- Temp Control shipping location expansion / winter expansion to come
- Improved integration with industry software leaders
- Saturday delivery advantage to residence
- Appointment delivery and evening delivery



OREGON
WINEGROWERS
ASSOCIATION

YOUR ADVOCATES

IN LOCAL, STATE AND NATIONAL GOVERNMENT

PRESENTED BY:

JANA MCKAMEY

Director, Government Affairs &
Member Relations

KEVIN CHAMBERS

Owner, Koosah Farm

OWA MISSION

The Oregon Winegrowers Association advances and protects the investments of its members. Harnessing the power of statewide consensus, the OWA stands as a vital advocate for the health, growth and economic sustainability of Oregon's wine grape growing and wine production community.

OWA & OWB

WHAT ARE THE DIFFERENCES?



- Funded by membership dues
- State and federal legislative and regulatory advocacy
- Compliance updates and guidance
- Cost savings opportunities



- Tax funded
- Marketing Oregon wine
- Viticulture, enology and business research
- Education
- Media relations

THE REASONS TO JOIN

LEGISLATIVE

OWA is the only statewide organization scanning the horizon for emerging issues and **advocating to policymakers at the state and federal levels** to ensure the Oregon wine community's continued success.

REGULATORY

As the regulatory landscape becomes more complex, OWA members **stay informed** through timely compliance guidance and updates.

SAVINGS

Capture saving through preferred pricing with various benefit partners.



OREGON
WINEGROWERS
ASSOCIATION

JOIN US!

**PROTECT YOUR BUSINESS, CAPTURE SAVINGS AND HELP
ADVANCE OUR INDUSTRY**

VISIT OWA AT BOOTH 124!

JOIN ONLINE: OREGONWINEGROWERS.ORG

OREGON WINE BOARD UPDATE

2018 Oregon Wine Symposium

OREGON WINE BOARD MARKETING

MEET THE OWB MARKETING TEAM



Jess Willey
Marketing Director



Kai McMurtry
Assistant Manager
Consumer Marketing



Cecilia Willey
'Lil Marketing Intern



Christina DeArment
Assistant Manager
Trade Marketing

WE'RE TAKING THIS SHOW ON THE ROAD

FUNDING:

Awarded a \$174,000 Specialty Crop Block Grant to execute 4 events in U.S. markets over the next 2 years

TARGET AUDIENCES:

Influential trade, key media and high-potential consumers

FORMAT:

Invite only master-level educational seminar for key buyers

Tasting event for trade and media

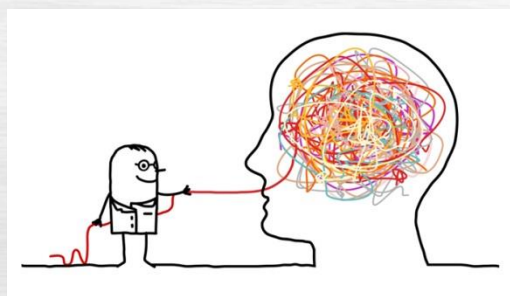
Separate ticketed consumer tasting

STATEWIDE IMPERATIVE:

We will showcase the full gamut of winegrowing in Oregon, ensuring diverse representation of varieties and producers around the state.

#SQUADGOALS

Don't expect orange cheese cubes and white table clothes at these events. Our operations and creative partners will contribute to the creation of a one-of-a-kind Oregon wine experience.



In-market partners will help us navigate new markets and connect with the local trade and media landscape.

FIRST UP, LOS ANGELES

April 24, 2018

The Line Hotel
Los Angeles, CA



JOIN US

Winery spots went quickly for the 2018 LA event but stay tuned this summer for upcoming events announcements:

Subscribe to the Grapevine

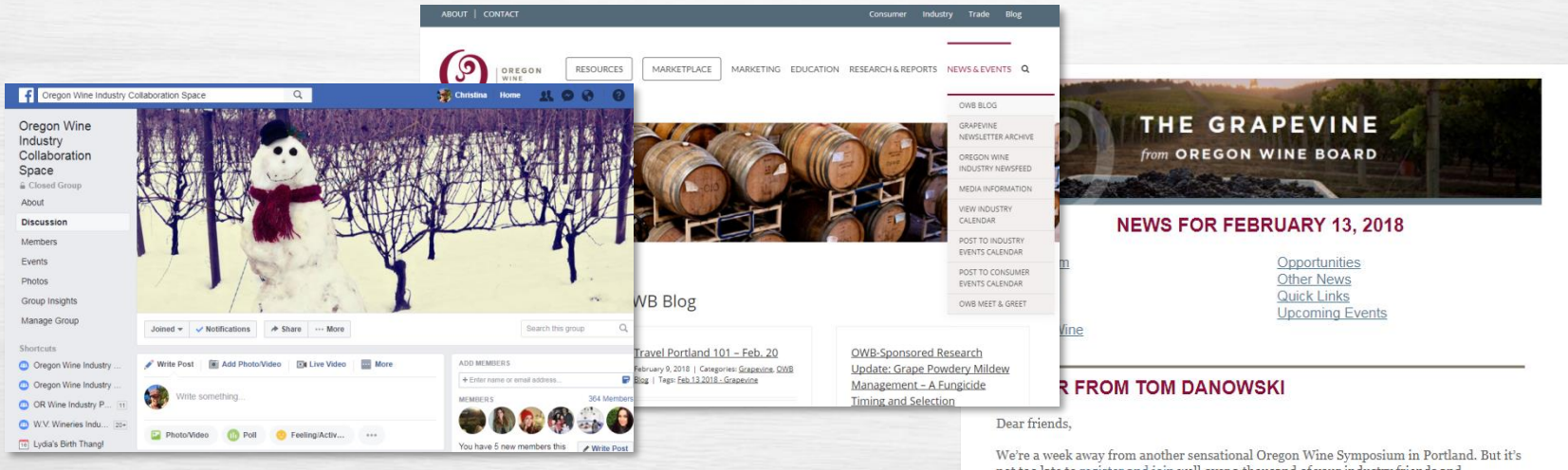
Join Facebook Group

Regularly Check

Email info@oregonwine.org

Oregon Wine Industry Collaboration Space

News & Events on industry.oregonwine.org



2018 OREGON WINE MONTH

This year is the 7th annual Oregon Wine Month.

OBJECTIVES

1. Build the Oregon wine brand with consumers
2. Encourage and enable a swell of trade support
3. Create a platform to amplify winery programs



NEW 2018 PROGRAM ELEMENTS

To amplify Oregon Wine Month we're focused on enlisting and supporting distributors around the country with:

- Diverse point-of-sale material
- An Oregon wine master class led by Bree Boskov MW

The May edition of *Wine Spectator* will feature an Oregon Wine Month co-op advertisement anchored by the OWB and featuring up to 18 Oregon wineries.



WINE MONTH NEXT STEPS

FOR YOUR DISTRIBUTION CHANNELS:

- Encourage your distributors to order POS materials by March 1 and register for the April 10 Oregon wine master class

FOR YOUR DIRECT TO CONSUMER CHANNELS:

- Attend the Wine Month webinar on February 23
- Order tasting room POS materials by March 1
- Download graphics and templates for your promotions
- Add your wine month events to the consumer calendar

All of these actions can be accomplished on the industry toolkit:

industry.oregonwine.org

2018 OREGON WINE TOURING GUIDE

Third edition printed February

- 70,000 copies, an increase of nearly 17%
- More than 500 tasting room listings included
- All new story content, photography and regional itineraries
- Complimentary for wineries and tourism related businesses



OREGON WINES FLY FREE

New POS material professionally printed and available upon request

OREGON WINES FLY FREE

Alaska AIRLINES

Which wineries participate in the program?
The complete list of more than 300 participating Oregon wineries is available at oregonwinesflyfree.org.

Which airports will check my wine for free?
Portland, Eugene, Medford, Redmond and Walla Walla, WA serving any domestic Alaska Airlines flight.

How much wine can I check for free?
Up to one case (12 bottles) per Mileage Plan™ member.

Can I mix and match bottles from multiple wineries?
Yes. Build your case with bottles from any of the 300+ participating wineries.

How should I pack my wines for travel?
It is recommended to use a foam-lined shipping container. Bottles packaged in unprotected cardboard boxes are checked at your own risk. Many wineries provide containers with purchase and tasting room associates are familiar with packaging needs. Leave your container open for inspection at check-in. Complete baggage policies are available at oregonwinesflyfree.org.

What happens at the airport?
Alert your Alaska Airlines agent that you have a case of wine to check for free. They will provide "fragile" stickers and tape to seal your container.

Will my case count toward my checked bag allowance?
No, as long as your Mileage Plan™ number is attached to your reservation.

How do I enjoy the complimentary tasting?
At participating wineries, present your current in-bound Alaska Airlines boarding pass (paper or digital) and proof of Mileage Plan™ membership. One complimentary tasting is available per boarding pass per winery. Holiday weekends and special events excluded.

BRING HOME THE EXPERIENCE OF OREGON WINE COUNTRY

Alaska Airlines Mileage Plan™ member wine for free on domestic flights from complimentary tasting at more than 30

OREGONWINESFLYFREE.ORG

Alaska AIRLINES TRAVEL OREGON

OREGON WINES FLY FREE

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NOW BOARDING

OREGON WINES FLY FREE

Alaska AIRLINES

BRING HOME THE EXPERIENCE OF OREGON WINE COUNTRY

Alaska Airlines Mileage Plan™ members can check up to one case of wine for free on domestic flights from Oregon.

OREGONWINESFLYFREE.ORG

Alaska AIRLINES TRAVEL OREGON



OREGON WINE BOARD MEDIA RELATIONS

ADDRESSING YOUR #1 PRIORITY

According to the *2017 Annual Industry Survey*, the industry believes the OWB's most important activity is:

Media relations, including media tours and outreach to writers



Collectively speaking, nowhere else does the level of quality seem so high, the perspectives so diverse or the experimentation so fierce as it is in Oregon right now.

- ERIC ASIMOV
New York Times


September 2017



2017 MEDIA MENTIONS OF OREGON WINE

Oregon wine garnered over 9.8 billion impressions in more than 12,000 articles, up 50% from 2015. This is an average of 33 per day.

☰ WILLAMETTE WEEK
NEWS RESTAURANTS BARS MUSIC ARTS POTLANDER GUIDES CALENDAR



Forbes

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LeBron James is a Wine Connoisseur Now, and Oregon Pinot Is His Favorite

“Oregon Pinot is some of the greatest wine you can find in America, and maybe not even America, but the world.”



Over the last several decades Oregon’s Willamette Valley has earned a well-deserved reputation for the quality of its Pinot Noir. A development that has seen explosive growth in the industry and a broad array of winemakers, from California to Burgundy, establish a winery presence in Oregon.

Now a second wine revolution is in the offing. Sparkling wine is about to join Pinot Noir as one of the Willamette Valley’s distinctive and iconic wines.




Argyle Winery's Willamette Valley sparkling wine range



OWB KEYS TO MEDIA SUCCESS IN 2018

- Nurture relationships with wine, food and travel writers
- Media tours are the hallmark of media relations in bringing media to your wineries and vineyards.
- We now have three media tours:
 - ✓ Symposium + Chardonnay Celebration
 - ✓ Cross border tour in May
 - ✓ Summer FAM/IPNC



mrssmithy43 • Following
La Rambla Restaurant & Bar

mrssmithy43 They say some of the best friendships start over a pan of #paella. And #oregonwine. Welcome to the #willamettevalley @winefolly! @argylewinery @abacelawinery #tempranillo #sparklingwine #mcminnvillethirdstreet #mcminnville #oregonwinecountry @oregonwineboard #fridaypaellanight #wine! #winefolly #flan


Wine Folly Blog Learn Book Shop

Self-Guided Wine Tour of the Willamette Valley

Blog » Learn About Wine » Self-Guided Wine Tour of the Willamette Valley January 25, 2018
Articles, Intermediate, Oregon, Pinot Noir, Wine & Travel, Wine Regions 14

Like Share 1K people like this. Be the first of your friends.

Considering a trip to Oregon wine country? Get tips on where to taste, stay, as well as what you need to know before your visit.



Morning mist in Dundee Hills, Willamette Valley, Stoller Family Estate.

Home to distinct and shockingly elegant interpretations of Pinot Noir, Pinot Gris, and Chardonnay.

OWB KEYS TO MEDIA SUCCESS IN 2018

- Pitch Oregon wine industry and winery stories to media
- Support national and local media with story ideas, photography & more
- Issue press releases highlighting relevant industry news
- Send monthly media opportunities to Information Sharing Task Force and Grapevine subscribers



OREGON WINE BOARD EDUCATION

OREGON WINE BOARD STRATEGIC PLAN

Develop awareness & appreciation of Oregon wine quality among consumers and trade.

Drive competitive advantage through industry education.

Engage with trade influencers to increase the availability of Oregon wine.

Foster industry understanding and impact of funded research.

Cultivate industry adoption of and engagement in OWB programs.

ONLINE EDUCATION RESOURCES

Visit industry.oregonwine.org/education for:

- Profit & Margin Calculator for growers and producers
- Workshop and webinar resources
- Oregon Wine Symposium presentations and videos
- Links to outside resources

The screenshot displays the 'Cellar Aging and Storage' calculator on the Oregon Wine Board website. The calculator is divided into several sections:

- Navigation:** S1 Project Information, S2 Wine Production, S3 Cellar & Storage, S4 Packaging & GROSS MARGIN.
- Summary:** Cellar Aging and Storage, Gross Margin/cs: \$35.40, Total Gross Margin: \$176,986.36.
- Calculator Table:**

	Cost per case/month	Enter number of MONTHS	\$67.67 total/case	Cost of base wine from previous page		
1	\$0.25	0	\$0.00	Oak aging per month, large uprights	Oak aging options include cost of barrels, additional storage costs, added lab analysis (versus stainless, topping wine, evaporation, etc.)	
2	\$0.75	0	\$0.00	Oak aging per month, 60 gallon American barrels, 6 year use		
3	\$1.50	0	\$0.00	Oak aging per month, 60 gallon American barrels, new		
4	\$1.10	8	\$8.80	Oak aging per month, 60 gallon French barrels, 6 year use		
5	\$2.00	0	\$0.00	Oak aging per month, 60 gallon French barrels, new		
6			\$0.00	Oak alternatives (chips, blocks, additives)	0.00	
7			\$0.10	Add additional aging-related costs	500.00	
8			\$8.90	Total Oak Aging Options		
9	cost	# of treatments	\$0.35	0	\$0.00	Aging treatments
10	\$0.30	2	\$0.60		\$0.60	Less stirring (white and some reds), per application
11			\$0.60		\$0.60	Racking (cost for each time wine is racked)
						Total Additional Cellaring and Aging Options
- Education Resources:**
 - Access education resources including statewide educational offerings, links to webinars, Spanish language resources and employee training materials.
 - Upcoming Industry Workshops
 - Education Webinars and Videos
 - Spanish Language Resources-Recursos en Español
 - Oregon OSHA Training Resources

New Profit & Margin Calculator

EDUCATION PROGRAMS 2018

Program	Industry Ed Vit/Eno	Industry Ed Business of Wine	Trade Education
Oregon Wine Symposium	X	X	X
Effective Vineyard Spraying Workshop	X		
OWB Profit & Margin Calculator Tool	X	X	
Oregon Wine Industry Salary Survey	X	X	
Resource Studio Updates & Edits			X
Oregon Wine Month Webinar		X	
Oregon Wine Month Webinar Distributor			X
WISE Academy Workshop		X	
Profit Calculator Workshops	X	X	
International Trade Masterclasses			X
Domestic Trade Masterclasses			X
Clean Plant Material Meetings	X		
Soft Pruning Techniques – Francois Dahl	X		
Understanding Smoke Taint & Mitigating the effects	X		

EDUCATION OPPORTUNITIES

Foster increased opportunities for industry education and understanding and impact of funded scientific research

- Perform critical needs assessment and develop **RFP process** to develop education programs that address specific needs.
- Continue to develop educational resources that foster engagement in OWB marketing programs and trade education.
- Work to develop educational opportunities that translate OWB funded research into learning opportunities, including live workshops and webinars.

GET INVOLVED

Join an education committee: bree@oregonwine.org

Thank you to all the producers who gave their time and knowledge on an Education Committee in 2018, Vit/Eno, Wine Trials and Business Education. The Symposium and Education calendar would be nothing without your commitment to this industry. Thank you!

Upcoming Events:

- WISE Academy Workshop: 7 Secrets of Sales – April 16-18, statewide
- Clean Plant Material Meetings – May 2-3
- Understanding Smoke Taint & Mitigating the effects – Dates TBD Southern Oregon (tentative June)
- Soft Pruning Techniques with Francois Dahl – Dates fall 2018 TBD
- Profit Calculator Workshops – March 26–28, statewide

**QUESTIONS?
VISIT US AT BOOTH 543**