

# **OREGON WINE BOARD UPDATE**

Oregon Wine Symposium  
Feb. 21, 2017



# MARIE CHAMBERS

VP Finance and Administration



OREGON  
WINE  
BOARD

## QUALITY METRICS

Only **1%** of wine produced in the United States is from Oregon...

... yet Oregon accounts for **20%** of domestic wines rated at **90 points or higher** by Wine Spectator over the last **TWO years**

**Wine Spectator**  
www.winespectator.com



# MISSION AND FOCUS

Support enological, viticultural and economic **research** to develop sustainable business practices.

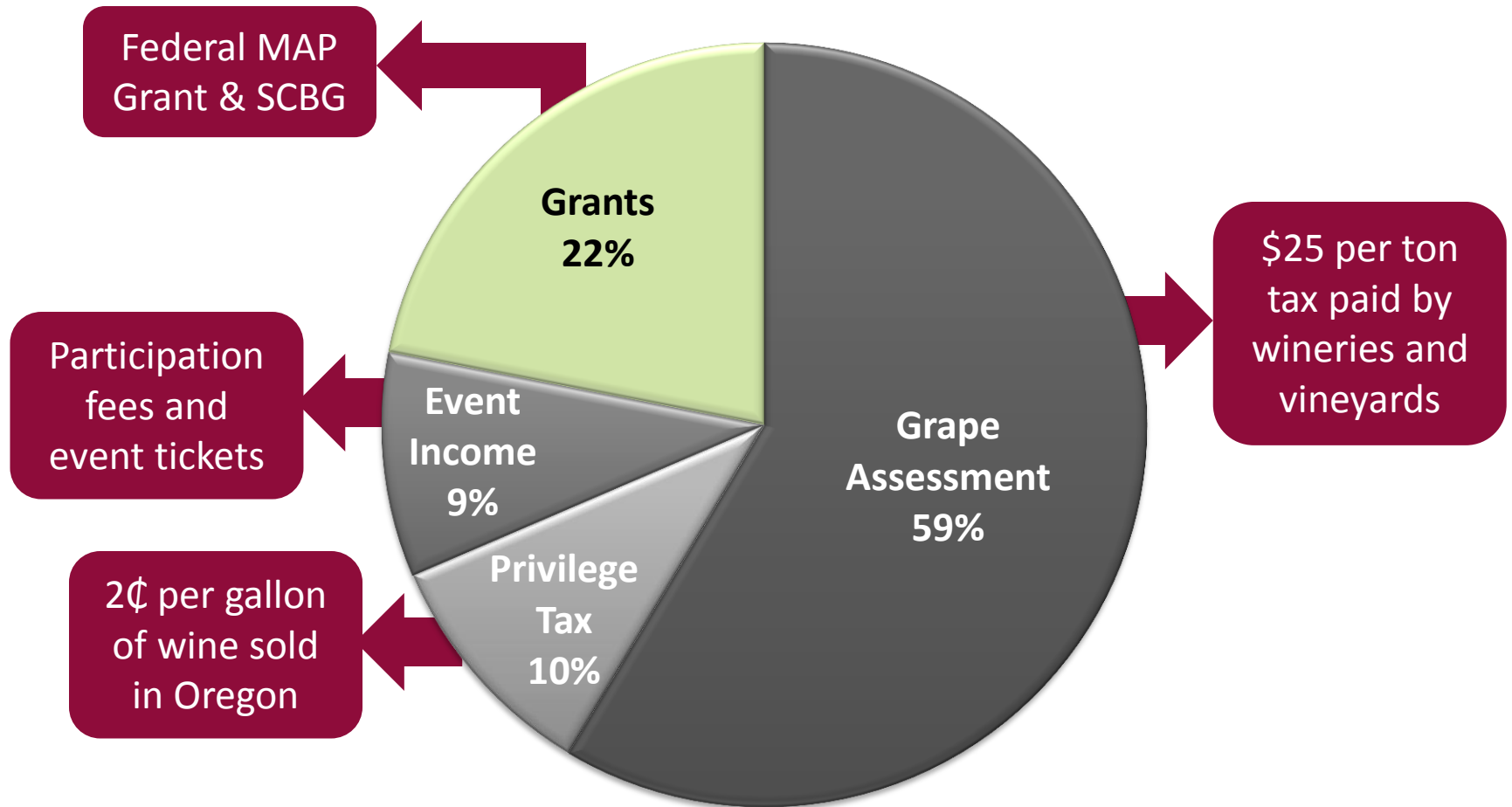
Support the **promotion** of Oregon's wine grape growing and wine making industries.

Encourage coordinated, cost-effective projects that are integrated to implement the **board's strategic statewide objectives** for the development of world-class wine grape growing and wine making within Oregon.

# STRATEGIC INITIATIVES

- Develop awareness and appreciation of Oregon wine **quality among consumers**
- Engage with trade gatekeepers to **increase availability** of Oregon wine
- Foster industry **understanding and impact** of funded **scientific research**
- Drive **competitive advantage** thru industry **education**
- Cultivate industry **adoption of and engagement** in Oregon Wine Board **programs**

# FUNDING BREAKOUT



# GRANT ACTIVITIES

- **Wine Country License Plate Grant Program** for tourism marketing
- **Market Access Program** and others for international marketing
- **Specialty Crop Block Grant Program** for education development
- **Agriculture & Food Research Initiative** for viticulture research

# OREGON VINEYARD & WINERY SURVEY

## Why is this information important?

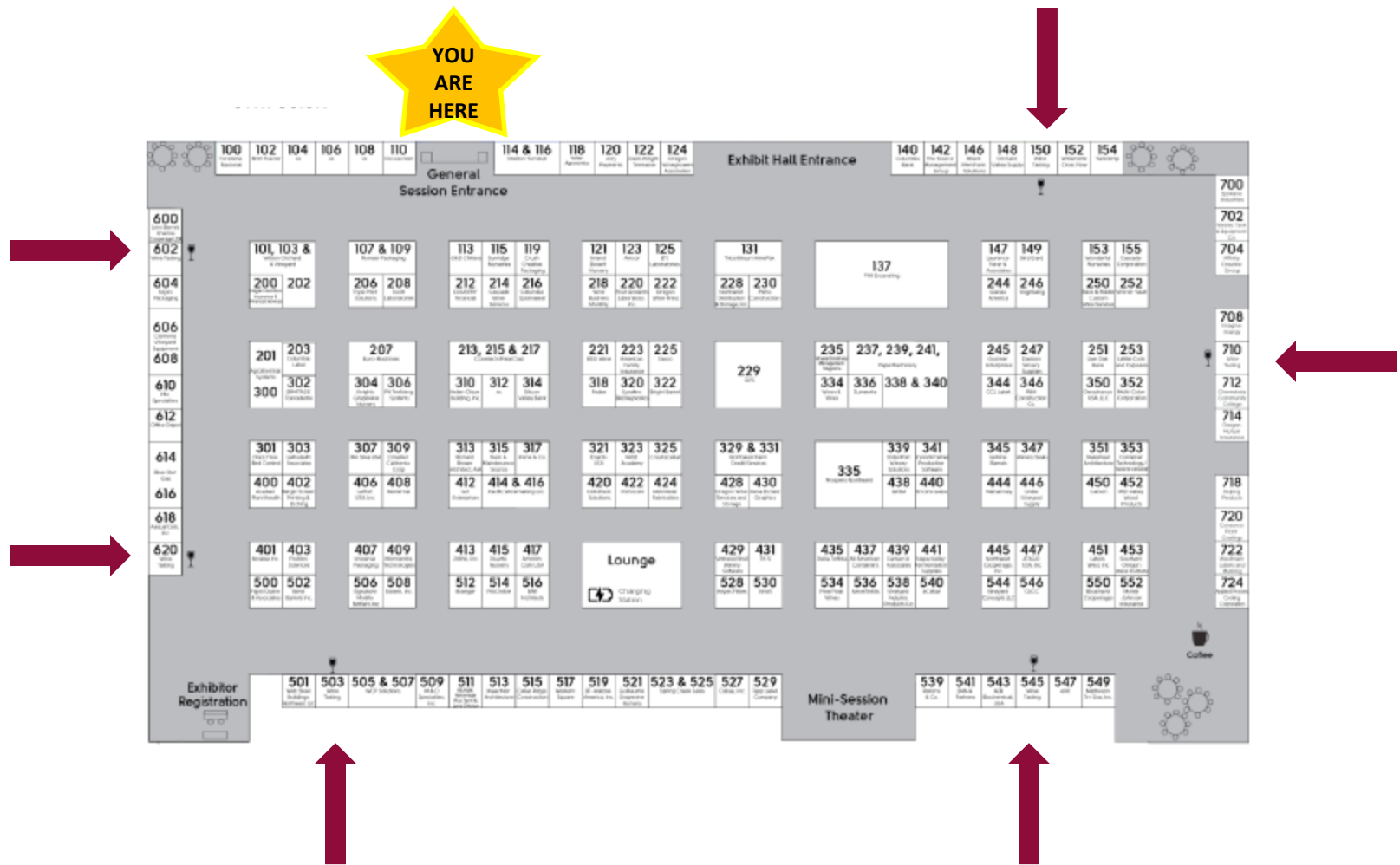


**Please  
complete  
surveys by  
MARCH 15**

- Used by industry associations to apply for grants
- Deliver information to media and to answer general inquiries
- It helps tell the Oregon story to buyers through the Oregon Wine Resource Studio
- Aids in economic impact valuations which support lobbying efforts at the state and federal level
- Grape pricing benchmarks for the industry



# VISIT OWB STAFF TOMORROW



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**JESS WILLEY**

Director of Marketing



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# PRIMARY MARKETING OBJECTIVE

## CREATE OREGON WINE EVANGELISTS among trade and consumer influencers

### TRADE

Restaurant buyers / Sommeliers  
Fine wine retail buyers  
Distributor brand managers

### CONSUMER

High Frequency (consume >1x / week)  
High End (purchase >\$20 monthly)  
Tourists and home-market consumers



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# OREGON WINE

## RESOURCE STUDIO

*Learn. Train. Sell.*

HOW TO USE



INDUSTRY  
STATISTICS



OREGON WINE  
HISTORY



ENVIRONMENTAL  
STEWARDSHIP

# CONTENT COLLABORATORS

## Geology

Dr. Scott Burns  
Portland State University  
Kevin Pogue  
Vin Terra Consulting

## Climate

Dr. Greg Jones  
Southern Oregon University

## Maps

Jordan Thomas  
Everyvine

## History

Oregon Wine History Archive  
Oregon Historical Society  
Southern Oregon Historical Society

## AVA Associations

Applegate Valley Vintners  
Chehalem Mtns Winegrowers  
Columbia Gorge Winegrowers  
Dundee Hills Winegrowers  
Eola-Amity Hills Winegrowers  
McMinnville Winegrowers  
Ribbon Ridge Winegrowers  
Rogue Valley Winegrowers  
Southern Oregon Wineries  
Umpqua Valley Winegrowers  
Willamette Valley Wineries  
Walla Walla Wine Alliance  
Yamhill-Carlton Winegrowers



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# OREGON WINE INDUSTRY STATISTICS



## INDUSTRY STATISTICS

Small production. High quality. Big impact. That's the story of Oregon's wine industry, which over the past decade has seen an explosion in growth but hasn't lost sight of its values:

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# OREGON WINE YAMHILL-CARLTON



## YAMHILL-CARLTON

**Established:** 2004

**Planted Area:** 2,500 acres (1,010 ha)

**Predominant Soils:** Marine sedimentary (Willakenzie series)

**Predominant Varieties:** Pinot noir, Pinot gris and Chardonnay

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# OREGON WINE GEOLOGY & SOILS



## GEOLOGY & SOILS

Open a bottle of Oregon wine and taste a 200-million-year-old story. Oregon's grapes are born of the Ring of Fire, of erupting volcanoes and shifting tectonic plates, of cascading

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# OREGON WINE INDUSTRY HISTORY

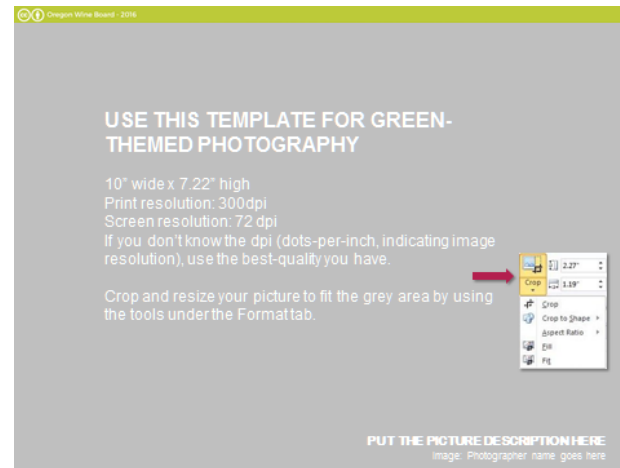
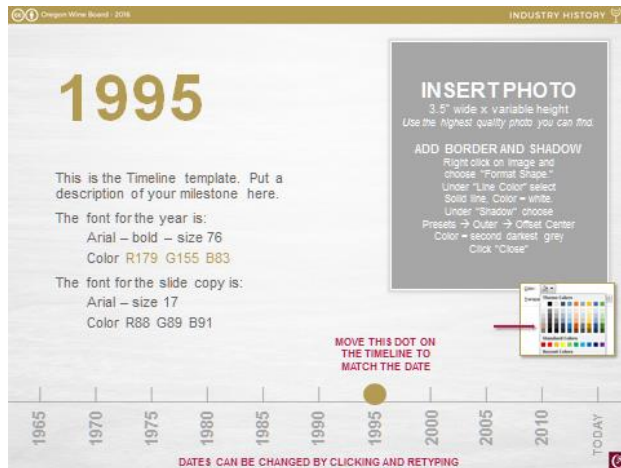


## INDUSTRY HISTORY

Like veterans of the Oregon Trail who came here with grit, determination and a sense of daring, Oregon's winemakers are pioneers — bucking trends, setting new ones and working

Access All  
Downloads

# TEMPLATE KIT



# OREGON WINE RESOURCE STUDIO

Since launch...

**7,263** sessions

by **4,856** unique users

**8%** of whom were from outside of U.S.

**938** downloads by **443** unique users, including...

**34** distributors

**73** educators

**23** restaurants/retailers

**22** media

... and hundreds of wineries in  
and out of Oregon!



## OUR NEXT STEPS

- Develop new multimedia content
- Keep content up-to-date
- Build and capitalize on network of trade world-wide



## YOUR NEXT STEPS

- Visit [OregonWineResourceStudio.org](http://OregonWineResourceStudio.org) and start creating
- Share the link with your distributor network

“

**I must say the [Resource Studio] site is magnificent, being thorough, fair to all parts of the state, and with the implementation impressively done! Amazingly valuable summary of who we are!**

”

**- HARRY PETERSON-NEDRY**  
Founder, CHEHALEM Wines, est. 1990



# OREGON WINES FLY FREE

TAKE THE  
MOMENT HOME  
WITH YOU.

**OREGON  
WINES  
FLY FREE**

*Alaska*  
AIRLINES

*Sokol Blosser Winery, Andres Johnson Photography*

Bring home the experience of Oregon wine country. Alaska Airlines Mileage Plan™ members can check one case of wine for free on domestic flights from Oregon and enjoy a complimentary tasting at more than 300 participating wineries.

FIND OUT MORE AT [OREGONWINEFLYFREE.ORG](http://OREGONWINEFLYFREE.ORG)



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# OREGON WINES FLY FREE



## OUR NEXT STEPS

- Survey participating wineries
- Develop new tasting room materials
- Work with partners on promotional opportunities

## YOUR NEXT STEPS

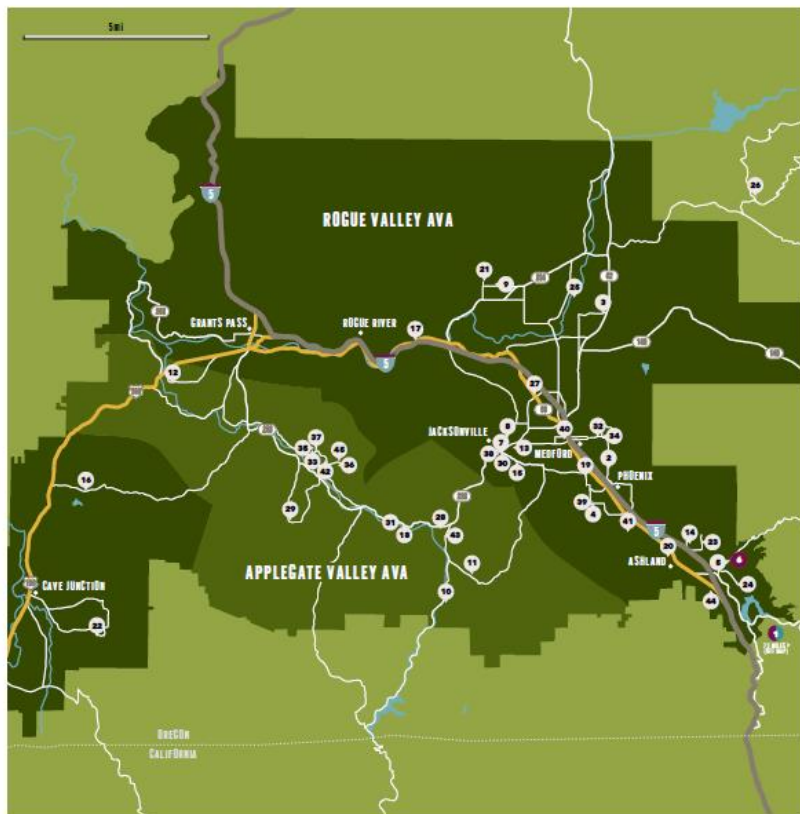
- Take the survey
- Remind your fans and followers
- Use it in your AVA and wine trail marketing

See **industry.oregonwine.org** for toolkit containing instructions

# TOURISM RESOURCES







## ROGUE VALLEY & APPLEGATE VALLEY

- 12 Ranch Wines**  
4550 Burglford Rd.,  
Seaside: By appointment  
only: 12ranchwines.com  
(541) 545-1204 →
- 2 Hawk Vineyard & Winery**  
2935 N Phoenix Rd.,  
Medford: Daily 11am-7pm:  
thawkvineyard.com  
(541) 779-9463 →
- 3 Agate Ridge Vineyard & Winery**  
1039 NW Young Rd.,  
Eagle Point: Daily noon-6pm (Apr-Oct), Fri-Sun noon-5pm (Nov-Mar):  
agateridgevineyard.com  
(541) 830-3050 →
- 4 Aurora Vineyard/Agulla Vineyard**  
2287 Pioneer Rd., Talent:  
Wed-Sun noon-5pm  
(May-Sep) or by appt:  
auroravineyard.com  
(541) 897-0592
- 5 Belle Fiere Winery**  
100 Belle Fiere Ln., Ashland:  
Tasting room: Wed noon-6pm, Thu-Sun noon-7pm,  
Wine bar: Wed & Sun noon-8pm, Thu-Sat noon-9pm:  
bellefierewinery.com  
(541) 552-4900 →
- 6 Belle Fiere Winery Estate & Vineyard**  
200 Belle Fiere Ln.,  
Ashland: By appointment  
only: bellefierewinery.com  
(541) 552-4900 →
- 7 Bradley Vineyards at Umqua Valley Wine Tasting Room**  
157 W California St.,  
Jacksonville: Fri-Sat noon-7pm, Sun 2-7pm:  
bradleyvineyards.com  
(541) 899-5601 →
- 8 Caprice Vineyards and Tasting Room**  
970 Old Stage Rd., Central  
Point: Tue-Mon noon-5pm:  
capricevineyards.com  
(541) 499-0449
- 9 Cliff Creek Cellars at the Vineyard**  
1015 McCormough Rd., Gold  
Hill: Thu-Mon noon-5pm:  
cliffcreek.com  
(541) 855-5330 →
- 10 Cowhorn Vineyard & Garden**  
1665 Riverside Rd.,  
Jacksonville: Thu-Sun  
11am-4pm or by appt:  
cowhornvine.com  
(541) 899-6876
- 11 Cricket Hill Vineyard & Winery**  
2131 Little Applegate Rd.,  
Jacksonville: Sat-Sun noon-5pm  
or by appt (May-Nov),  
closed during harvest:  
crickethillvineyard.com  
(541) 899-7264
- 12 Crow and Bear Vineyard and Winery**  
5715 Jerome Pizore  
Rd., Grants Pass: Thu-Sun  
11am-5:30pm:  
crowandbear.com  
(541) 479-0163 →

→ Oregon Wines Fly Free participating winery  
● Winery open by appointment only  
● Off Map Winery

- 13 Daisy Creek Vineyard**  
675 Shuler Ln.,  
Jacksonville: Daily noon-5pm:  
daisycreekvine.com  
(541) 899-8329 →
- 14 Dana Campbell Vineyards**  
1320 N Mountain Ave.,  
Ashland: Daily 1-6pm:  
danacampbellvineyards.com  
(541) 482-3798 →
- 15 DANCIN Vineyards**  
4477 South Stage Rd.,  
Medford: Thu-Sun noon-8pm  
or by appt (May-Sep),  
Thu-Sun noon-7pm  
or by appt (Oct-Apr):  
dancinvineyards.com  
(541) 245-1133 →
- 16 Deer Creek Vineyards**  
2680 Deer Creek Rd.,  
Seaside: Daily 11am-5pm  
(June-Nov), Fri-Sun 11am-5pm  
(Apr-May), Sat-Sun 11am-5pm  
(Dec-Mar):  
deercreekvineyards.com  
(541) 597-4226
- 17 Del Rio Vineyards**  
52 N River Rd., Gold  
Hill: Daily 11am-5pm:  
delriovineyards.com  
(541) 855-3062 →
- 18 Devitt Winery & Vineyard**  
11412 Hwy 238,  
Jacksonville: Daily noon-5pm  
or by appt:  
devittwinery.com  
(541) 899-7511 →
- 19 EdenVale Winery**  
2310 Voorhes Rd.,  
Medford: Opening April  
2017: 482-9383  
(541) 512-2955 →
- 20 Enoteca by EdenVale**  
17 N Main St., Ashland:  
Daily noon-7pm, Fri-Sat  
noon-8pm, check website  
for seasonal hours:  
edenvalleyorchards.com  
(541) 512-2955 →
- 21 Folio Cellars Estate Winery and Tasting Room**  
9000 Ramsey Rd., Cold  
Hill: Daily noon-5pm  
(May-Sep), Fri-Sun noon-5pm  
or by appt (Oct-Apr):  
foliocellars.com  
(541) 855-2018 →
- 22 Foris Vineyards**  
664 Kendall Rd., Cave  
Junction: Daily 11am-5pm:  
forisvine.com  
(800) 845-6747 →
- 23 Grizzly Peak Winery**  
1600 S Nevada St.,  
Ashland: Thu-Sun noon-5pm  
(Apr-Oct), Sat-Sun noon-5pm  
(Nov-Mar):  
grizzlypeakwinery.com  
(541) 482-5700 →
- 24 Irvine & Roberts Family Vineyards**  
1614 Emigson Creek Rd.,  
Ashland: Opening April  
2017: 482-9383  
(541) 482-9383 →
- 25 Krisselle Cellars**  
12956 Modoc Rd., White  
City: Daily 11am-5:30pm,  
Thu-Fri noon-7pm  
(Apr-Oct), Wed-Sun  
11am-5:30pm (Jan-Mar):  
krissellecellars.com  
(541) 830-8466 →
- 26 LaBrosse Vineyard**  
2444 Cobblehill Rd.,  
Eagle Point: Fri-Sun  
11am-5pm (Mar-Dec):  
labrossevineyard.com  
(541) 865-3648 →
- 27 Ledger David Cellars**  
245 N Front St., Central  
Point: Daily noon-5pm:  
ledgerdavid.com  
(541) 664-2738 →
- 28 Longword Vineyard**  
8555 CR 238, Jacksonville:  
Daily noon-5pm:  
longwordvineyard.com  
(541) 899-1746
- 29 Paisance Ranch**  
16955 Weingard Rd.,  
Williams: Wed-Mon noon-6pm  
(Mar-Oct), Fri-Mon noon-6pm  
(Nov-Feb), or by appt:  
paisanceatcynth.com  
(541) 846-7175 →
- 30 Quady North Winery**  
255 S California St.,  
Jacksonville: Thu-Sun  
11am-7pm, Mon 11am-6pm  
(late May to early Sept),  
Thu-Sun 11am-6pm  
(early Sept to late May):  
quadynorth.com  
(541) 702-2123 →
- 31 Red Lily Vineyards**  
11777 CR 238,  
Jacksonville: Daily 11am-5pm  
(May-Oct), Thu-Sun 11am-5pm  
(Nov-Apr):  
redlilyvineyards.com  
(541) 846-6800 →
- 32 Rocky Knoll at Dunbar Farms**  
2881 Hillcrest Rd., Medford:  
Fri 4-7pm (Jan-Mar),  
Mon-Tue (Jan-Mar):  
southstagecellars.com  
(541) 840-0714
- 33 Rosella's Vineyard**  
184 Missouri Flax Rd.,  
Grants Pass: Thu-Sun  
11am-5pm or by appt:  
rosellavineyard.com  
(541) 846-6372
- 34 RoryAnn Winery**  
3263 Hillcrest Rd., Medford:  
Mon-Thu noon-7pm, Fri-Sun  
11am-7pm:  
roryannwinery.com  
(541) 776-2315 →
- 35 Schmidt Family Vineyards**  
330 Kuba Rd., Grants  
Pass: Daily noon-5pm:  
stvineyards.com  
(541) 846-9985 →
- 36 Schultz Wines**  
755 Single Creek Rd., Grants  
Pass: Sat-Sun noon-5pm  
and by appt:  
schulzwines.com  
(541) 414-8448
- 37 Serra Vineyards**  
222 Missouri Flax Rd.,  
Grants Pass: Daily 11am-5pm:  
serravineyards.com  
(541) 899-8468 →
- 38 South Stage Cellars**  
125 S 3rd St., Jacksonville:  
Daily 1-7pm, Wed, Fri-Sat  
11am-5pm (Apr-Dec), closed  
Mon-Tue (Jan-Mar):  
southstagecellars.com  
(541) 899-9120 →
- 39 StoneRiver Vineyard and Tasting Room**  
2294 Pioneer Rd., Talent:  
Wed-Mon noon-6pm  
(May-Oct), Sat-Sun noon-5pm  
(Nov-Apr):  
(541) 864-9234 →
- 40 The Urban Cork**  
330 N Fir St., Medford:  
Thu-Sun 1-7pm:  
thecorkoncork.com  
(541) 500-8778
- 41 Trum Wine Vineyards**  
7112 Rapp Ln., Talent:  
Thu-Sun 11am-5:30pm,  
(Apr-Oct): returnwinery.com  
(541) 535-4015 →
- 42 Troon Vineyard**  
1475 Kuba Rd., Grants  
Pass: Daily 11am-5pm:  
troonvineyard.com  
(541) 846-9900 →
- 43 Valley View Winery**  
1475 Kuba Rd., Grants  
Pass: Daily 11am-5pm:  
valleyviewwinery.com  
(541) 899-8468 →
- 44 Weisinger Family Winery**  
3150 Redstone Blvd.,  
Ashland: Daily 11am-6pm  
(May-Sep), Wed-Sun  
11am-5pm, or by appt  
(Oct-Apr):  
weisingerfamily.com  
(541) 488-5989 →
- 45 Woodridge Creek Winery and Creamery**  
818 Single Creek Rd., Grants  
Pass: Daily 11am-5pm:  
www.winery.com  
(541) 846-6364



OREGON  
WINE

[All Wineries](#) ▾[Sign In / Register](#)

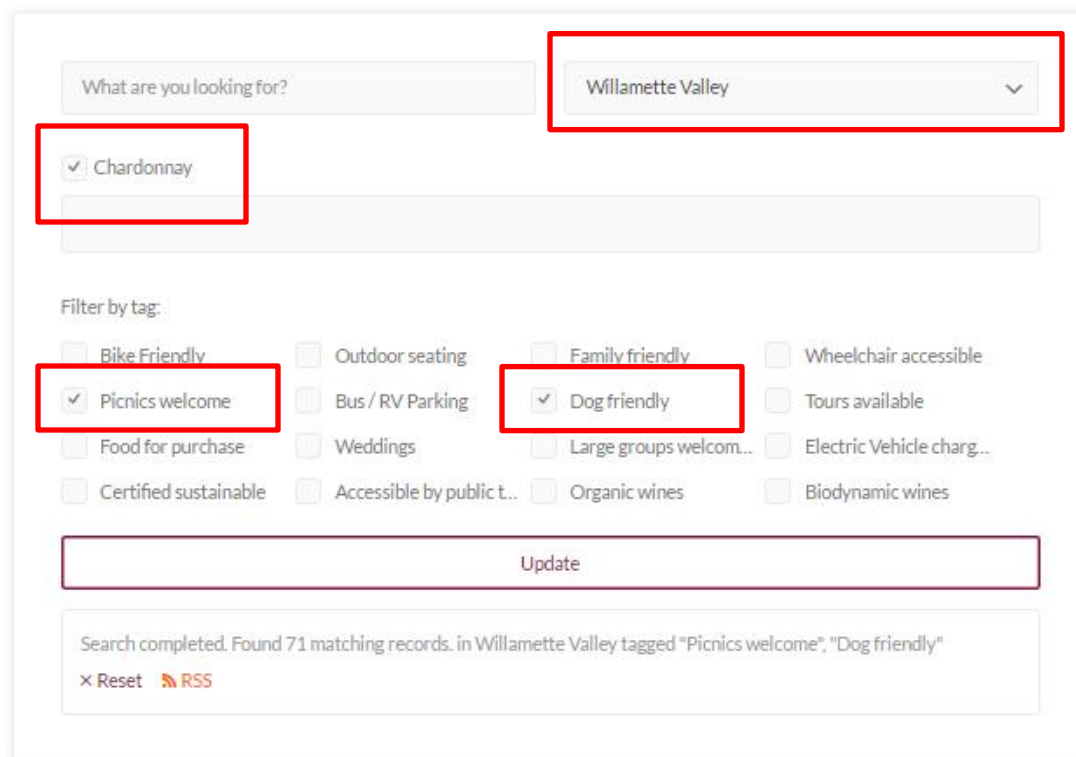
# EXPLORE OREGON WINE TASTING ROOMS

Oregon wineries are as renowned for their warm hospitality as they are for world-class wines. Stop in to any of our more than 450 tasting rooms to find out for yourself – we look forward to meeting you.

[All Regions](#) ▾[All Varieties](#) ▾[All Features](#) ▾

OREGON  
WINE  
BOARD





71 Results Found





All Wineries ▾

Sign In / Register



Verified Listing

## Macadam Avenue Vintners

4640 Southwest Macadam Avenue  
Portland, OR 97239

♥ 0 Favorites



### About

This is a example profile created by the Oregon Wine Board to demonstrate the potential of this new tasting room listings tool.

### Hours

Daily 11am-5pm



4640 Southwest Macadam Avenue  
Portland, OR 97239

[All Wineries](#) ▾[Sign In / Register](#)

Verified Listing

## Teutonic Wine Company

3303 Southeast 20th Avenue  
Portland, OR 97202



0 Favorites

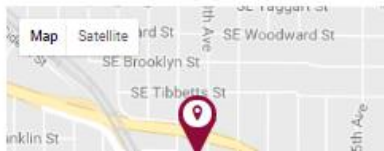


### About

Teutonic Wine Company is an urban winery and tavern in SE Portland. A small-production winery devoted to Mosel and Alsatian-style wines, Teutonic works with non-irrigated and higher-altitude vineyards, sourcing varieties like Riesling, Pinot Gris, Pinot Blanc, Chasselas, Gewürztraminer, Silvaner, Pinot Noir, and Pinot Meunier to make wines that are balanced and lower in alcohol.

### Hours

Mon-Thurs 12 pm-8 pm; Fri 12 pm-10 pm; Sat



3303 Southeast 20th Avenue  
Portland, OR 97202



(503) 705-6311



# TOURISM RESOURCES



## OUR NEXT STEPS

- Ship pre-orders
- Inspire visitation by promoting physical and digital guide and itinerary builder

## YOUR NEXT STEPS

- Order guides for your tasting room
- Claim and maintain your online profile
- Share the digital guide with your mailing list and social audiences

See [industry.oregonwine.org](http://industry.oregonwine.org) for toolkit containing instructions

# OREGON WINE MONTH



## OBJECTIVES

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

# CONSUMER MARKETING

## MULTI-CHANNEL

Digital, radio, social

## MULTI-MARKET

Oregon, Seattle, San Francisco

## TARGETED OUTREACH

High end wine consumers

## BROAD EXPOSURE

Early March to end May



IT'S OREGON  
WINE MONTH!





# CULINARY CAMPAIGN THEME



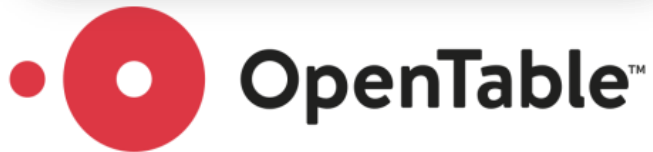
- Five Oregon Wine A-List chefs
- Food and wine pairings
- Recipes with pairing suggestions
- Culinary-themed sweepstakes



# ON-PREMISE OPPORTUNITIES



- Three-wine flight promotion
- OpenTable partnership (OR/WA)
- Bonus incentive for participating Oregon Wine A-list restaurants



# OFF-PREMISE: WINE STEWARD DISPLAY COMPETITION

SAFEWAY 

*Fred Meyer*®

*Ray's*  
**FOOD PLACE.**  
SERVING OUR COMMUNITIES FOR 60+ YEARS

**NEW SEASONS**  
MARKET



IT'S OREGON  
WINE MONTH!



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# REGIONAL ASSOCIATION EVENTS



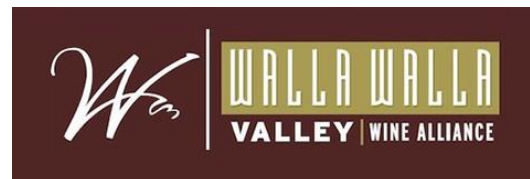
CHEHALEM MOUNTAINS  
WINEGROWERS  
*Wines with character*



**PDX  
URBAN  
WINERIES**




WILLAMETTE  
VALLEY WINE





**IT'S OREGON WINE MONTH!**

- 



OREGON

WINE

A-LIST RESTAURANTS

WINES FLY FREE


EVENTS

VISIT

LEARN

OREGON WINE MONTH


CONNECT



## Events for May 2016

« April

June »

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<div>25</div> <div>Durant Vineyards Annual Artisan Market</div>	<div>26</div> <div>Father's Day Lunch &amp; Wine Tasting @ Youngberg Hill</div> <div>Wine Wednesdays @ Youngberg Hill with Jeffrey Martin &amp; Anna Tivel</div> <div>Wine Wednesdays @ Youngberg Hill with Skybound Blue</div>	<div>27</div> <div>Pinot Bingo Launch Party</div> <div>May 4, 2016 @ 4:30 pm - 6:30 pm</div> <div>  <div> <p>Looking for a fun, interactive way to tour South Willamette Valley Wine Country? Try Pinot Bingo. We encourage you to use alternative transportation, stay overnight in Wine Country and play the game leisurely. When you have a splash of Oregon Pinot Noir in your glass and a panoramic view of the valley vineyards - why hurry? Savor the</p> </div> </div> <div>Pinot Bingo Launch Party</div> <div>May The Fourth Be With You</div> <div>Wine Wednesdays at Hotel Delux</div> <div>View All 4 Events »</div>	<div>28</div> <div>#DrinkChenin</div> <div>the Artists: Art</div> <div>on &amp; Mobley</div> <div>Cinco de Mayo Weekend</div> <div>Private Winery Tours</div> <div>Wine &amp; Potato Chips!</div> <div>View All 11 Events »</div>	<div>29</div> <div>Gorge Wine Experience</div> <div>the Artists: Art</div> <div>on &amp; Mobley</div> <div>Cinco de Mayo Weekend</div> <div>Private Winery Tours</div> <div>Wine &amp; Potato Chips!</div> <div>View All 11 Events »</div>	<div>30</div> <div>Gorge Wine Experience</div> <div>Yamhill-Carlton AVA Spring Tasting</div> <div>Oregon Wine Month Kick Off Party</div> <div>View All 7 Events »</div> <div>Cinco de Mayo Weekend</div> <div>Private Winery Tours</div> <div>Mother's Day Weekend Rosé Growler Fills</div> <div>View All 22 Events »</div>	<div>1</div> <div>Gorge Wine Experience</div> <div>Panther Creek Cellars 30th Anniversary Countdown Kickoff</div> <div>Weekend Happy Hour</div> <div>View All 5 Events »</div> <div>Cinco de Mayo Weekend</div> <div>Mother's Day Weekend Rosé Growler Fills</div> <div>Mother's Day Weekend at Keeler Estate Vineyard!</div> <div>View All 17 Events »</div>
<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>7</div>	<div>8</div>
<div>9</div>	<div>10</div> <div>Liquid Canvas Art Class w/ Marisa Shorland</div>	<div>11</div>	<div>12</div> <div>Wine tasting event at Salty's</div>	<div>13</div> <div>Taste of the Rogue – Blind Pinot Gris Tasting</div>	<div>14</div> <div>Umpqua Valley Barrel Tour</div> <div>White Wine</div>	<div>15</div> <div>South Stage Cellars wine &amp; cheese pairings.</div>

# OREGON WINE MONTH RESOURCES

Visit [industry.oregonwine.org](https://industry.oregonwine.org) to

## Check out the Toolkit:

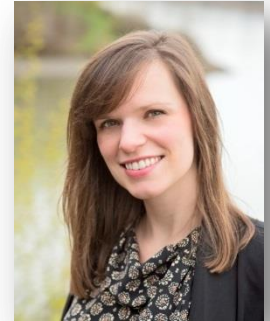
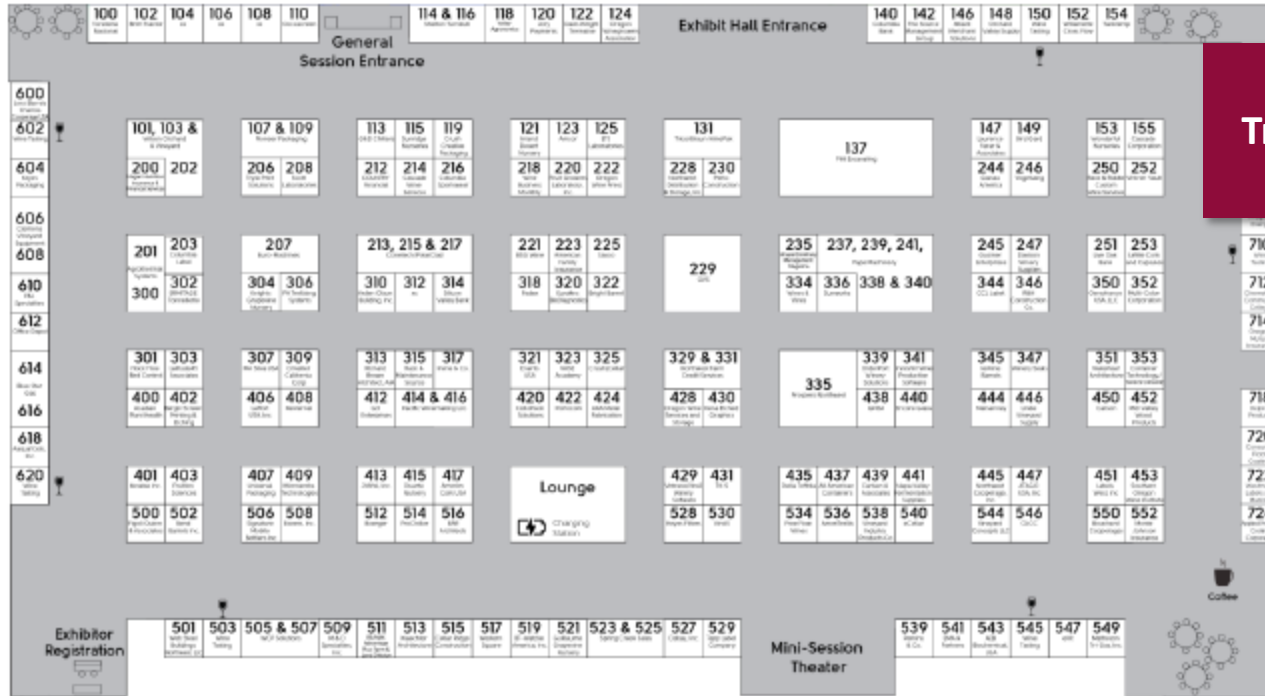
- Order POS for your tasting room
  - Get sell sheets for your distributor
  - Post an event to the calendar
  - Download digital images and templates
- ... and much more!

Sign up for the **Oregon Wine Month webinar**

- March 2 at 10 a.m.



# VISIT OWB MARKETING STAFF TOMORROW



OREGON  
WINE  
BOARD

# MICHELLE KAUFMANN

Communications Manager



OREGON  
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## SUPPORTING OREGON'S Winegrowers & Winemakers

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# INDUSTRY WEBSITE RESOURCES

ABOUT | CONTACT

Consumer Industry Trade



RESOURCES

MARKETPLACE

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## INDUSTRY RESOURCES

Get the tools and information you need to run your business effectively. Access items like Winery and Vineyard Reports, Economic Impact Studies, Harvest Reports, webinars, workshop details, marketing toolkits and more. These resources provide an in-depth look at the tools designed to advance your business.

### Resource Type

- ☐ Toolkits
- ☐ Webinars
- ☐ Workshops
- ☐ Videos
- ☐ Reports, Studies, & Misc.
- ☐ Press Releases



01/08/2017 | Webinar

### 2017 National Consumer Research Study Webinar

This webinar digs into the Oregon wine “super fan,” investigating attributes or



02/17/2017 | Toolkit

### Oregon Wine Month Toolkit – Distribution and Sales

Use this resource to find tools, information and actions you can take to maximize Oregon Wine



02/17/2017 | Toolkit

### Oregon Wine Month Toolkit

Use this resource to find tools, information and actions you can take to maximize Oregon Wine Month for your direct-to-consumer sales



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## OREGON WINE MONTH

[Back to Resources](#)

### Oregon Wine Month Toolkit

February 17, 2017 | [Consumer Marketing](#), [Oregon Wine Month](#) | [0 Comments](#)

**IT'S OREGON  
WINE MONTH!**



Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May. The objectives of the Oregon Wine Month program are:

1. To encourage a period of increased support from distributors, restaurants and retailers in the Pacific Northwest
2. To create a platform for tactical winery promotions that stimulate sales in all channels
3. To develop deeper affinity for Oregon wine by forging an emotional connection with consumers

We recommend that everyone scroll through the presentation embedded below to get a taste of all of the elements of the 2017 Oregon Wine Month program. Then, use the buttons to access toolkits that provide information, actions and tools for different facets of the wine industry and trade.

## Marketplace

**Listing Type**

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☒ All

☐ Grapes and Bulk Wine

☐ Real Estate

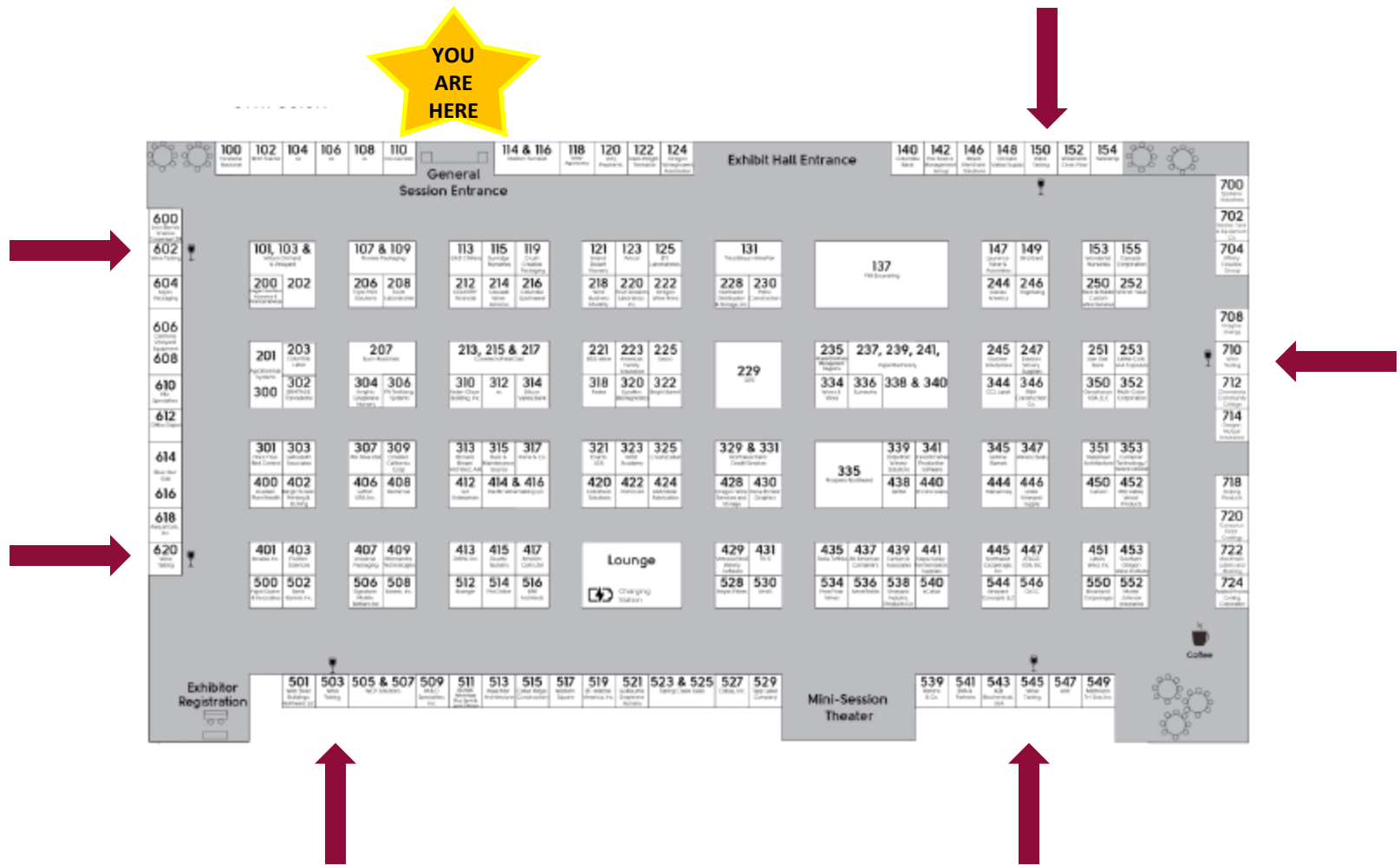
☐ Equipment

☐ Job Opportunities

---

- Expanded functionality
- Improved search functionality
- New email notifications about your listing

# VISIT OWB STAFF TOMORROW



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**TOM DANOWSKI**



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**THANK YOU**



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