

**IT'S OREGON
WINE MONTH!**



OREGON WINE MONTH 2018 WINERY CHECKLIST

HELP GENERATE BUZZ

- Display OWM posters, table tents and neck hangers in your tasting room as early as April
- Use graphics from Oregon Wine Month Toolkit in your consumer newsletter and social channels
- Starting March 15, promote the Oregon Wine Month sweepstakes to your social audiences and mailing list (details on the OWM Toolkit)

DIRECT TO CONSUMER ACTIVITY IDEAS

- Oregon Wine Month special at your tasting room (e.g. bonus pour, library flight, gift with purchase)
- Shipping promo to your mailing list (e.g. shipping included, special Oregon Wine Month pack)
- Conduct a contest with your wine club (e.g. win dinner with the winemaker, other VIP experience)
- Contact your AVA association to join a regional event, passport, charitable activity or other promotion to bring people to your area
- Download templates from Toolkit to promote specials, features and events at your tasting room
- Submit all events to the Oregon Wine consumer calendar (link to submit on the Toolkit)

ENGAGE YOUR DISTRIBUTORS

- Share the Oregon Wine Month program with your distributors, including the OWM Toolkit where they can download and print graphics for use with on- and off-premise accounts
- Tell your distributors about the OWB's Oregon Wine Month Sales Rep of the Year contest – details and a one-pager are on the OWM Toolkit (Oregon only)
- Invite distributor reps to attend the Oregon Wine Master Class Webinar on March 19
- Set a goal for your distributor during May; offer a prize to the top salesperson

ACCOUNTS (ON & OFF PREMISE)

- Promote OWM restaurant programming with the downloadable sell sheet on the Toolkit
- Use Oregon Wine Resource Studio presentations to put together an Oregon Wine staff training in minutes
- Invite buyers and staff to attend the Oregon Wine Master Class Webinar on March 19

**SUBMIT ALL EVENTS TO THE CONSUMER EVENTS CALENDAR
TELL DISTRIBUTORS AND ACCOUNTS TO DO THE SAME**

FIND GRAPHICS, SELL SHEETS, EVENT SUBMISSION & MORE ON THE TOOLKIT

INDUSTRY.OREGONWINE.ORG/MARKETING