Housekeeping

- Zoom meeting – cameras optional/please mute
- Use the question or chat feature in the task bar as needed
- Questions in real time and Q&A end of meeting
- The webinar slide show and a recording of the presentation will be available to view or share at: industry.oregonwine.org
- Follow-up email: link to webinar recording, presentation, and more
Agenda

- Introductions
- 2023 Oregon Wine Month program – trade and consumer assets
- Oregon Wine Month promotion assessment - Danny Brager
- Oregon Wine Month paid advertising and digital – Vanessa Hadick/Neil Ferguson
- Planning for 2024
- Wrap-up and next steps
Oregon Wine Month

The Oregon wine industry celebrates Oregon Wine Month annually in Spring to:

• Encourage a period of increased support from distributors, restaurants, and retailers across the country

• Create a platform for tactical winery promotions that stimulate sales in all channels

• Develop deeper affinity for Oregon Wine by forging an emotional connection with Oregon

Visit industry.oregonwine.org/marketing to access the Oregon Wine Month toolkit where you will find all the promotional resources available.
Oregon Wine Month trade programming

- Sales sheets and presentation decks
- Trade and industry webinars
- Complimentary print POS nationwide
- Sweepstakes offering
- Trade educational webinars
- Digital assets available for customization
- Engagement with wholesale network nationwide (incentive and webinar)
Oregon Wine Month POS

• Case cards 8.5 x 11
• Shelf blades 5 x 18
• Table tents 4 x 6
• Digital assets available for customization
Point of sale – tasting room and distributor historical data

Tasting Room POS Shipments
Distributor POS Shipments

85 tasting rooms
93 distributor partners
Education

• 4 webinars on varieties and styles
  www.trade.oregonwine.org/events/

• Outreach through social, paid advertising, and trade/industry blasts

• Over 2,000 trade/industry/consumer registrants & 1,000 views on YouTube
National Wholesaler Oregon Wine Month Incentive 2023

• The Ultimate Educational Oregon Wine Weekend Experience for Two
  • Airfare, Ground Transportation, Lodging, Full Access to IPNC 2024, and Hospitality Package

• Entry and Selection Details – Oregon Wine Board (OWB) Submission Form
  • Nominate yourself or valued team member efforts
  • Winner will be selected on quality and/or quantity of sales efforts captured from May 1st until June 30th 2023 – by the Oregon Wine Board and Industry partners
  • Submissions for all trade channels will be considered – highlight business results, features, displays, consumer engagement, territory sales growth, POD expansion – ANY and ALL submitted successes will be considered – no qualifiers – just submit!

• The Fine Print
  • Incentive is not redeemable for cash payout – if the winner is unable to attend 2 months prior to booking travel, the award will be offered to distributor management or alternate selection
  • The OWB will only cover the described costs incurred during IPNC 2024 visit
Oregon Wine Month toolkit

Visit industry.oregonwine.org/marketing to access the Oregon Wine Month toolkit where you will find all the resources available.
Oregon Wine Month consumer programming

- Social campaigns with wineries statewide - “pair it forward” campaign
- Sweepstakes 2023 offering – 4 unique trips to OR wine country
- Organic and paid digital advertising – Google, Instagram, Facebook, and Pinterest
  - PPC (pay-per-click)
  - SEM (Search Engine Marketing)
  - Display marketing
  - Video marketing
- Food partner promotion and giveaways
- Oregon Wine Insider Newsletter
  - Monthly to bi-weekly sends to nearly 50K consumers before, during, and after OWM
- Consumer website www.oregonwine.org
Oregon Wine Month successes
Oregon Wine Month successes
Oregon 2023 – the Broader Wine Landscape and Oregon Wine Month

Prepared by: Danny Brager
Beverage Alcohol Industry Consultant
August 15, 2023
OUR AGENDA

• Category Pressure Points
• Data Sources
• The BIG Wine Picture
• The Oregon Wine Picture
  • 3 Tier
  • DtC
• Oregon Wine Promotion Month
• Expanding Brand Oregon
Many bumps along the road...

- COVID impact
  - Home consumption uplift vs On Premise freefall
  - Many had more money to spend on STUFF, not SERVICES
- Post COVID recovery
- Climate change
- Wildfires
- Supply chain disruption
- Russia/Ukraine conflict
- Inflation
- Rising interest rates
E V O L V I N G  C O N S U M E R
• Experiential & Experimental Driven
• Convenience seeking
• Flavor seeking
• Wellness Driven – for ‘me’ and ‘we’
• Transparency seeking
• Social Advocacy
• Ethnically Diverse – especially younger LDA’s

E C O N O M I C  C O N D I T I O N S
• Low levels of unemployment
• Debt levels at record levels
• Inflation cooling but still impactful
• Interest rates high

C O M P R E S S E D  M A R K E T  G R O W T H
• Drinking “better” but not more
• Premiumization is waning
• Proliferation of product types
• Cross-category consumption; occasion battle
• High wholesaler inventory levels
Generational & Cultural Challenges Remain in Attracting Younger and Multi-Cultural LDA Consumers

Source: WMC – U.S. Wine Consumer Segmentation Surveys, Fall 2021/Spring 2022 Combined
Inflation Rates by category (Dec 2022 – July 2023)

<table>
<thead>
<tr>
<th>Category</th>
<th>Dec-22</th>
<th>Jul-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPI</td>
<td>6.5%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Food</td>
<td>10.4%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Alcohol @home</td>
<td>5.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Beer (at home)</td>
<td>8.6%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Spirits (at home)</td>
<td>1.7%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Wine (at home)</td>
<td>3.9%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Alcohol away from home</td>
<td>6.9%</td>
<td>6.4%</td>
</tr>
<tr>
<td>All Wine</td>
<td>2.4%</td>
<td>5.1%</td>
</tr>
<tr>
<td>OR Wine</td>
<td>5.1%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics

### CPI
- Dec-22: 6.5%
- Jul-23: 3.2%

### Food
- Dec-22: 10.4%
- Jul-23: 4.9%

### Alcohol @home
- Dec-22: 5.3%
- Jul-23: 2.7%

### Beer (at home)
- Dec-22: 8.6%
- Jul-23: 4.3%

### Spirits (at home)
- Dec-22: 1.7%
- Jul-23: 2.1%

### Wine (at home)
- Dec-22: 3.9%
- Jul-23: 1.6%

### Alcohol away from home
- Dec-22: 6.9%
- Jul-23: 6.4%

### All Wine
- Dec-22: 2.4%
- Jul-23: 5.1%

### OR Wine
- Dec-22: 5.1%
- Jul-23: 

Source: Nielsen Measured Off Premise Channels
13 wks ending July 15, 2023 vs Yr Ago; top 250 items

### July 2023

<table>
<thead>
<tr>
<th>Category</th>
<th>At Home</th>
<th>Away from Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>4.9%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Beer</td>
<td>4.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Spirits</td>
<td>2.1%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Wine</td>
<td>1.6%</td>
<td>6.9%</td>
</tr>
<tr>
<td>All Wine</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>OR Wine</td>
<td>5.1%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
$11 Billion - lines are blurry

MALT

WINE

SPIRITS

52 weeks ending July 15, 2023 – NielsenIQ measured channels
RTD’s
Spirit RTD Cocktails growth is explosive, and driving Spirits category growth.
## MULTIPLE DATA SOURCES

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Type of Data</th>
<th>Amount/Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>bw166</td>
<td>Shipments based upon tax records</td>
<td>5.5MM 9L cases (2022)</td>
</tr>
<tr>
<td>SipSource</td>
<td>Aggregated depletions among participating wholesalers – On + Off Premise 3 tier</td>
<td></td>
</tr>
<tr>
<td>NielsenIQ</td>
<td>Retail sales in specific off premise channels</td>
<td>$310MM/1.5MM 9L Cases 425 Brands/1,500 items</td>
</tr>
<tr>
<td>Community Benchmark</td>
<td>DtC among participating wineries</td>
<td></td>
</tr>
<tr>
<td>WINE BUSINESS ANALYTICS</td>
<td>DtC shipments</td>
<td>$278MM/508K 9L Cases (2022)</td>
</tr>
<tr>
<td>SOVOS ShipCompliant</td>
<td>Consumer Research</td>
<td></td>
</tr>
</tbody>
</table>
PARTICIPATING WHOLESALERS (2023)

In PROCESS

CT; NJ; NY
THE BIG PICTURE
Category growth converging in negative territory

TOTAL U.S. – 3 TIER: (ON + OFF PREMISE)
12 mos rolling pct growth rates (volume)

- SPIRITS
- EX RTD’S
- WINE
- BEER

12-Month Rolling Volume % Change
Lower end wine price tiers still the bulk of the volume, AND declining the most

Domestic Table Wine (Volume)
- Volume Share
- Pct Trend

Volume Share of Table Wine

- <$8: -7.4%
- $8-$10.99: -10.3%
- $11-$14.99: -4.5%
- $15-$24.99: -2.7%
- $25-$49.99: -5.7%
- $50+: -8.3%

Pct Trend vs. Year ago

12 mos ending June 2023 (Equiv 750 ml basis)
Premiumization slowing – but still positive $15+ over the 3 year term; higher tier comps ease in back half 2023

Domestic Table Wine – % Volume Growth by Price Tier

- 12 mos Jun 2022
- 12 mos Jun 2023

-9.4%  -7.4%  -10.4%  -10.3%  -3.0%  -4.5%  8.3%  7.4%  14.3%  14.3%

-9.4%  -7.4%  -10.4%  -10.3%  -3.0%  -4.5%  8.3%  7.4%  14.3%  14.3%

Period ending June 2023
On-Premise stabilizing; Off-Premise struggles continue

Wine Category Volume Pct Trend
- Total Wine
- Wine Off Premise
- Wine On Premise

12-Month Rolling % Change vs. LY

- 22-Jun: -5.8%
- 22-Sep: -5.7%
- 22-Dec: -6.1%
- 23-Mar: -6.1%
- 23-Jun: -6.0%

- 22-Jun: -9.8%
- 22-Sep: -8.7%
- 22-Dec: -8.0%
- 23-Mar: -7.4%
- 23-Jun: -6.9%
THE OREGON PICTURE
Wine is even more important in the state of Oregon

Share of Servings - 2022

U.S.
- Beer: 38.1%
- Wine: 45.6%
- Spirits: 16.3%

Oregon
- Beer: 34.6%
- Wine: 41.7%
- Spirits: 23.7%
Oregon has grown significantly long-term; but growth is tougher now.

Oregon Wine Trend
Total U.S. (Dollars)

- Retail Off Premise
- DtC Shipments

CAGR ($)
2018-Current
OREGON WINE
Retail Off Premise +7.9%
DtC Shipments +9.7%

 NielsenIQ Retail Off Premise Measured Channels; thru July 15, 2023
SOVOS ShipCompliant DtC shipments through June 2023
While Oregon Wine depletions have fallen in the latest 12 mos and YTD, ONLY Oregon had a positive growth rate last year. Imports performing better than Domestic wines overall.

**Volume Percent Change – through June 2023**

- **Total Wine**:
  - Yr Ago 12 mos: -15.0%
  - Lat 12 mos: -10.0%
  - Lat 6 mos: -5.0%

- **Oregon**:
  - Yr Ago 12 mos: -20.0%
  - Lat 12 mos: -15.0%
  - Lat 6 mos: 0.0%

- **California**:
  - Yr Ago 12 mos: -10.0%
  - Lat 12 mos: -5.0%
  - Lat 6 mos: 5.0%

- **Washington**:
  - Yr Ago 12 mos: -15.0%
  - Lat 12 mos: -10.0%
  - Lat 6 mos: 0.0%

- **Rem U.S.**:
  - Yr Ago 12 mos: -10.0%
  - Lat 12 mos: -5.0%
  - Lat 6 mos: 5.0%

- **Imports**:
  - Yr Ago 12 mos: -15.0%
  - Lat 12 mos: -10.0%
  - Lat 6 mos: 0.0%

*Period ending June 2023*
On-Premise is of much larger importance to Oregon than it is Nationally

On Premise recovery benefited OR much moreso year ago; Off Premise now the larger concern

---

**On vs Off Premise Share**

<table>
<thead>
<tr>
<th></th>
<th>June 2022</th>
<th>June 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total U.S.</strong></td>
<td>+43.8%</td>
<td>+2.9%</td>
</tr>
<tr>
<td><strong>Oregon</strong></td>
<td>+46.0%</td>
<td>-1.3%</td>
</tr>
</tbody>
</table>

---

**Off Premise**

<table>
<thead>
<tr>
<th></th>
<th>June 2022</th>
<th>June 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total U.S.</strong></td>
<td>-5.3%</td>
<td>-4.9%</td>
</tr>
<tr>
<td><strong>Oregon</strong></td>
<td>-4.5%</td>
<td>-13.4%</td>
</tr>
</tbody>
</table>
Oregon Wine - 3 Tier Depletions

Pacific the biggest challenge

Growth in Mountain

Weakest

Strongest

Period ending June 2023 (6 mos and 12 mos)
OREGON better positioned for growth given its premium price base

Table Wine: Oregon vs Total Category
Share by Price Tier (Volume)

<table>
<thead>
<tr>
<th>Price Tier</th>
<th>US Share</th>
<th>OREGON Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$11</td>
<td>70.8%</td>
<td>8.9%</td>
</tr>
<tr>
<td>$11-$14.99</td>
<td>14.7%</td>
<td>28.9%</td>
</tr>
<tr>
<td>$15-$24.99</td>
<td></td>
<td>58.4%</td>
</tr>
<tr>
<td>$25+</td>
<td>2.7%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

12 mos ending June 2023
## Oregon is a leader in the Premium wine space

<table>
<thead>
<tr>
<th></th>
<th>Avg Retail Selling Price – 750 ml Bottle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Oregon</strong></td>
<td>$18.00</td>
</tr>
<tr>
<td><strong>California</strong></td>
<td>$12.71</td>
</tr>
<tr>
<td><strong>Imported</strong></td>
<td>$12.37</td>
</tr>
<tr>
<td><strong>Washington</strong></td>
<td>$11.64</td>
</tr>
</tbody>
</table>

Source: Total US xAOC + Liquor Plus, 52 w/e July 15, 2023
Oregon volumes down mildly in key price tiers $11-$25, with larger declines in both the lower and higher tiers.

Oregon Table Wine (Volume)

- Volume Share
- Pct Trend

Volume Share of Table Wine

<table>
<thead>
<tr>
<th>Price Tier</th>
<th>Volume Share</th>
<th>Pct Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8-$10.99</td>
<td>-23.0%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>$11-$14.99</td>
<td>-23.0%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>$15-$24.99</td>
<td>-23.0%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>$25-$49.99</td>
<td>-23.0%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>$50+</td>
<td>-23.0%</td>
<td>-2.6%</td>
</tr>
</tbody>
</table>

12 mos ending June 2023 (Equiv 750 ml basis)
Oregon performance by varietal varies – P Gris and Rose’ the most consistently positive

<table>
<thead>
<tr>
<th>Volume</th>
<th>Share of Oregon</th>
<th>6 mos June 2023</th>
<th>12 mos June 2023</th>
<th>12 mos June 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>P Noir</td>
<td>55.8%</td>
<td>-5.0%</td>
<td>-8.5%</td>
<td>-2.4%</td>
</tr>
<tr>
<td>P Gris</td>
<td>24.0%</td>
<td>+1.8%</td>
<td>+0.1%</td>
<td>+2.0%</td>
</tr>
<tr>
<td>Chardonnay</td>
<td>5.9%</td>
<td>-50.3%</td>
<td>-29.0%</td>
<td>+27.7%</td>
</tr>
<tr>
<td>Rose’</td>
<td>5.2%</td>
<td>+11.7%</td>
<td>+3.3%</td>
<td>+5.2%</td>
</tr>
<tr>
<td>Riesling</td>
<td>2.0%</td>
<td>+16.8%</td>
<td>-0.3%</td>
<td>-15.5%</td>
</tr>
<tr>
<td>Sparkling</td>
<td>1.4%</td>
<td>-12.5%</td>
<td>-10.5%</td>
<td>+13.6%</td>
</tr>
</tbody>
</table>

Note: Oregon Cab Sauv up significantly, but on a very small base
Oregon P Noir volumes down significantly in lower and higher price tiers – mildly soft in key $15-$25 range

Oregon P Noir Table Wine (Volume)

- Volume Share
- Pct Trend

Trend vs. Year ago

12 mos ending June 2023 (Equiv 750 ml basis)
Long-term, Oregon table wine growth rates have exceeded our neighbors to the north & south

<table>
<thead>
<tr>
<th>Year</th>
<th>Oregon</th>
<th>California</th>
<th>Washington</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>12.5%</td>
<td>1.0%</td>
<td>-3.1%</td>
</tr>
<tr>
<td>2020</td>
<td>25.8%</td>
<td>15.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>2021</td>
<td>1.4%</td>
<td>-5.2%</td>
<td>-11.4%</td>
</tr>
<tr>
<td>2022</td>
<td>1.4%</td>
<td>-4.5%</td>
<td>-8.3%</td>
</tr>
<tr>
<td>YTD 2023</td>
<td>4.5%</td>
<td>-2.3%</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Lat 52 wks vs 2019</td>
<td>19.2%</td>
<td>5.9%</td>
<td>-13.6%</td>
</tr>
</tbody>
</table>

Source: Total US Nielsen Measured Off Premise (xAOC + Liquor Plus + Convenience); 52 weeks ending July 18, 2023
OREGON (3 Tier Off Premise) Growth Brand Leaders

OREGON centric brands
• Large increases in sales (current 52 weeks vs Yr Ago)
• Ranked by $ change

- Four Graces
- OTWC
- Portlandia

+$1MM+

+$400K to +$1MM
- Acrobat
- Willamette Valley
- Ken Wright Cellars
- L’umani
- Stoller

+$200K to +$400K
- Canned Oregon
- Duck Pond
- Elk Cove
- Salt Wine
- Rascal
- Pike Road
- Inscription

Non-OREGON centric brands
• Double digit % growth
• Oregon only sales included

- House of the Dragon
- Lifevine
- Browne

NielsenIQ Scan Off-Premise Channels; period ending July 15, 2023; Dollars
Yamhill Carlton
Rogue Valley
Columbia Valley
S Oregon

6 and 12 mos ending June 2023
Top 100 Wine Power Wall of Brands (Off Premise)

- Overall, $15 to $25 the sweet spot for the top 100
- Several Exclusive Label brands (generally lower price)
- 14 “Health & Wellness” Related Attributes
- 10 non-Glass (e.g. Box, Can, Tetra)
- 19 beyond mainstream Table or Sparkling (e.g. Wine Cocktail, Flavored Bev, Dessert, Sake, Vermouth)
COVID accelerated DTC shipment growth in 2020/21; now fallen to more traditional growth; but a soft YTD

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>YTD 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td>+1.4%</td>
<td>-10.3%</td>
<td>-7.3%</td>
</tr>
<tr>
<td>Value</td>
<td>+13.4%</td>
<td>-1.6%</td>
<td>-2.3%</td>
</tr>
</tbody>
</table>

Wine Category DtC Shipments

Dollars

Volume

*Losses much deeper at lower price tiers than higher price tiers

Straight line projection
Oregon DTC pricing is equivalent to Central Coast – premium to Washington and Sonoma, and a growing gap to Napa
Direct to Consumer Shipments
Oregon - 2022

509K  Number of 9L cases sold; -9.3% vs 2021
79K cases more than in 2019 (+18%)

$278MM Dollar value; -2.5% vs 2021
$66MM more than in 2019 (+31%)

$45.62 avg price paid per bottle
+$4.50 vs 2019
Direct to Consumer Shipments
Oregon – YTD 2023 (thru June)

221K  Number of 9L cases sold; -8.9% vs year ago
Volume shipped in state:  -26.2%  (40%)
Volume shipped out of state: +8.1%  (60%)

$125MM  Dollar value; -4.8% vs year ago
Dollars shipped in state:  -27.3%  (36%)
Dollars shipped out of state: +15.6%  (64%)

$47.15  avg price paid per bottle
+$1.96 vs year ago
Avg price/bottle shipped in state:  $43
Avg price/bottle shipped out of state:  $50
Oregon DtC shipments have steadily grown long-term—though not so more recently.
Oregon Wine Month 2023

NielsenIQ
Retail Off Premise

Community Benchmark
Direct to Consumer
Oregon wines experienced a greater lift in sales during the promotion period than did the category

<table>
<thead>
<tr>
<th></th>
<th>% Difference in Average 4-Weekly Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OWM Promotion Period vs Base Period Pre-Promotion</td>
</tr>
<tr>
<td></td>
<td>Total U.S. Nielsen Measured Off Premise Channels</td>
</tr>
<tr>
<td>Pac NW</td>
<td>1.5%</td>
</tr>
<tr>
<td>Seattle</td>
<td>+26%</td>
</tr>
<tr>
<td>Portland</td>
<td>+11%</td>
</tr>
<tr>
<td>Haggen</td>
<td>+19%</td>
</tr>
<tr>
<td>All Wine</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

Base Period: 16 weeks (4 week periods from Jan 28 thru Apr 22, 2023)
Promotion period: 12 weeks (4 week periods from May 20 thru July 15, 2023)
Oregon wine share grows during the promotion period

Oregon Wine Share in Oregon (Dollars)
Nielsen Measured Oregon xAOC Channel

Pre-Promotion (Base) Period: 16 weeks (4 week periods from Jan 28 thru Apr 22, 2023)
Promotion Period: 12 weeks (4 week periods from May 20 thru July 15, 2023)
Oregon wine month participants have better results in their tasting rooms

Pct Point Difference between OWM Participants vs Non-Participants

- **Tasting Room Orders**
  - **Apr-23**: 20%
  - **May-23**: 30%
  - **Jun-23**: 41%
  - **Base Period**: -10%

- **Tasting Room Sales**
  - **Apr-23**: 4%
  - **May-23**: 3%
  - **Jun-23**: 14%
  - **Base Period**: -10%

- **Visitors**
  - **Apr-23**: 31%
  - **May-23**: 36%

**OR Wine Mos**
Expanding Brand Oregon
Opportunity to build our share beyond Oregon

OREGON Table Wine Share (Volume - Annual 2022)

<table>
<thead>
<tr>
<th>Overall</th>
<th>In State</th>
<th>Out of State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>1.6%</td>
<td>14.9%</td>
</tr>
<tr>
<td>In State</td>
<td>1.3%</td>
<td></td>
</tr>
<tr>
<td>Out of State</td>
<td></td>
<td>1.3%</td>
</tr>
</tbody>
</table>

DOLLARS

<table>
<thead>
<tr>
<th>% of $ Sales</th>
<th>In State (%)</th>
<th>Out of State (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Off Premise</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>DtC Shipments</td>
<td>40%</td>
<td>60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oregon $ Share</th>
<th>In State (%)</th>
<th>Out of State (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Off Premise</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>DtC Shipments</td>
<td>70%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Retail Off Premise Measured Channels xAOC Channel (52 w/e July 15, 2023)
Increasing OR share to 1.3% in the top Wine states where we are below that now, would mean an additional 368K cases (+7% vs Current)

OREGON share in OREGON = 15%

Oregon Share - top 13 Table Wine states
(2/3 of U.S. Wine volume)

<table>
<thead>
<tr>
<th>State</th>
<th>Oregon Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total U.S.</td>
<td>1.6%</td>
</tr>
<tr>
<td>Ttl ex OR</td>
<td>1.3%</td>
</tr>
<tr>
<td>California</td>
<td>1.1%</td>
</tr>
<tr>
<td>Florida</td>
<td>1.9%</td>
</tr>
<tr>
<td>New York</td>
<td>1.2%</td>
</tr>
<tr>
<td>Texas</td>
<td>1.4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>1.3%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1.6%</td>
</tr>
<tr>
<td>Mass</td>
<td>1.2%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>0.8%</td>
</tr>
<tr>
<td>Ohio</td>
<td>1.0%</td>
</tr>
<tr>
<td>Virginia</td>
<td>1.2%</td>
</tr>
<tr>
<td>Georgia</td>
<td>1.4%</td>
</tr>
<tr>
<td>Washington</td>
<td>3.3%</td>
</tr>
<tr>
<td>Michigan</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

Annual 2022
SUMMARY

• The Wine category is facing some significant headwinds, including...
  – Cost increases/higher interest rates/margin pressures
  – Competition – within and beyond Beverage Alcohol

• Longer term, Oregon is a growth leader, competing effectively based upon Quality and Premium price positioning, with opportunities not only in OR but beyond

• In the shorter term, we too are negatively impacted by the bigger picture headwinds, as well as the post-COVID normalization and some difficult year ago comps

• Oregon Wine Month pays dividends for those that participate

• Effectively promoting Wine to the retailer and restauranteur and CONNECTING with the consumer (directly and indirectly) is more important than ever
Want to go deeper? Questions?
Reach out to me

Danny Brager
bragerdanny@gmail.com

- Data
  - Scan data
  - SipSource data
  - Direct to Consumer data
  - Other data
- Business Analysis
- Customized Presentations
Thank you.

Danny Brager
bragerdanny@gmail.com
Oregon Wine Board
Paid Digital Advertising Recap
November 1 2022 – July 31 2023
OWB Digital Advertising

• **Objective:** drive Oregon Wine brand awareness, consideration, visitation, purchase, and consumption to support in-store trade marketing efforts

• **Timing:** November 1, 2022 through July 31, 2023. These efforts ushered in a new approach to advertising, moving closer to year-round activation instead of hyper-focused spend only in April/May with sole focus of Oregon Wine Month messaging

• **Audience targeting:** national, utilizing engaged audiences, website traffic, email lists, lookalike audiences, and attribute targeting of high-frequency wine consumer

Ad examples (not exhaustive)
**OWB Total Advertising Results**

**Nov 1 2022 – July 31 2023**

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>Impressions</th>
<th>Link Clicks</th>
<th>Touring Guide Orders/DLs</th>
<th>Email signups</th>
<th>% of total site traffic</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.8M</td>
<td>44.5K</td>
<td>5.5K</td>
<td>3K</td>
<td>20%</td>
<td>$24.4K</td>
</tr>
</tbody>
</table>

**Primary tourism goals:**
- Brand awareness for Wine Oregon
- Web traffic/engagement
- Touring Guide views/orders
- Sweeps entries
- Outbound clicks to regional partners

**Primary national goals:**
- Brand awareness for Wine Oregon
- Encourage consumer consideration & purchase in their home markets
- Remarketing to website visitors/Touring Guide orders/Sweeps entries in their home markets
- Ability to remarket seasonally & ongoing
Key Takeaways & Implications

• Long lead runway lead to strong OWM performance
  • Massive traffic spikes in Feb/March with new Touring Guide campaign drive
  • Early evergreen/ongoing campaigns enabled creation of remarketing audiences for remarketing with Touring Guide launch + OWM

• Same $ spend spread across 7 months, better results

• “Drip” advertising campaign = increased brand awareness year-round

• Early momentum build across various paid + unpaid channels was sustained throughout the ENTIRETY of Oregon Wine Month (May)
Leveraging Advertising Nationally

Advertising nation-wide past several years

Ways we can leverage regionally:

• Promoting Oregon Wine & driving awareness

• Supporting in-market trade marketing activations

• Work with distributor partners in key markets to drive awareness & encourage consumer pull
Next Steps

• Fall 2023 campaign to introduce second focus period to OWM – “Bounty & Vine”
• Identifying opportunities to drive Oregon wine quality messaging nationally, to support in-market efforts, and encourage consumer pull & consumption
Why Does This Matter?
Nov 1 2022 – May 31 2023
vs same period prior year

Advertising efforts drove significant traffic increases, despite decline in Organic traffic

Ongoing advertising keeps Oregon wine top of mind w/consumers, trade
• Cyclical messaging supports various opportunities to engage year-round

Enables audience-building & remarketing
• Enables ability to strategically speak to consumers at appropriate touchpoints vs “one size fits all”
  • Eg Display campaigns to drive brand awareness with new audiences, remarketing to those already engaged, & Search to ensure our content is top of Google results
Why Advertising?

Advertising supports two core strategic imperatives:

- **Promoting Oregon Wines**
  - Driving brand awareness
  - Expanding to new audiences
  - Positioning as industry leader
  - Encouraging consumer purchase in-market

- **Wine Tourism**, by driving:
  - Website traffic
  - Touring Guide Orders & digital downloads
  - Email capture
  - Sweeps entries
  - Outbound clicks to regional partners and wineries
Social Media Traffic, Total
Nov 1 2022 – July 31 2023
vs February – October 2022 (prior 9 months)

- Strong YoY growth
- Majority of follower growth driven during OWM Sweeps
- Uptick in followers, awareness, & engagement proof while unlocking door to future advertising targeting efforts

Facebook followers: 23,581
Instagram followers: 11,416

New Facebook followers: 1,280 \(\uparrow 33.9\%\)
New Instagram followers: 2,772

Facebook reach: 388,860 \(\uparrow 100.5\%\)
Instagram reach: 204,628 \(\uparrow 148.5\%\)
Paid reach: 494,409 \(\uparrow 262.6\%\)
Thank You!

vanessa@doubletap.marketing
https://doubletap.marketing
Thanks.