TRUE CHARACTER

oregon wine

EST — 1847

Oregon Wine Month 2023 Recap and Planning Meeting

David DeWitt, Trade Relations Manager david@oregonwine.org

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

oregon wine month
MAY 1 - MAY 31

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.

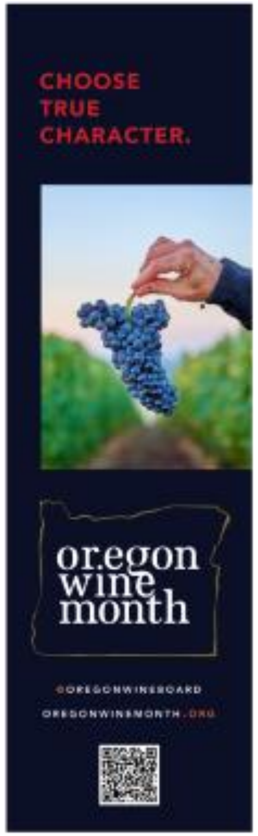
Oregon Wine Month trade programming

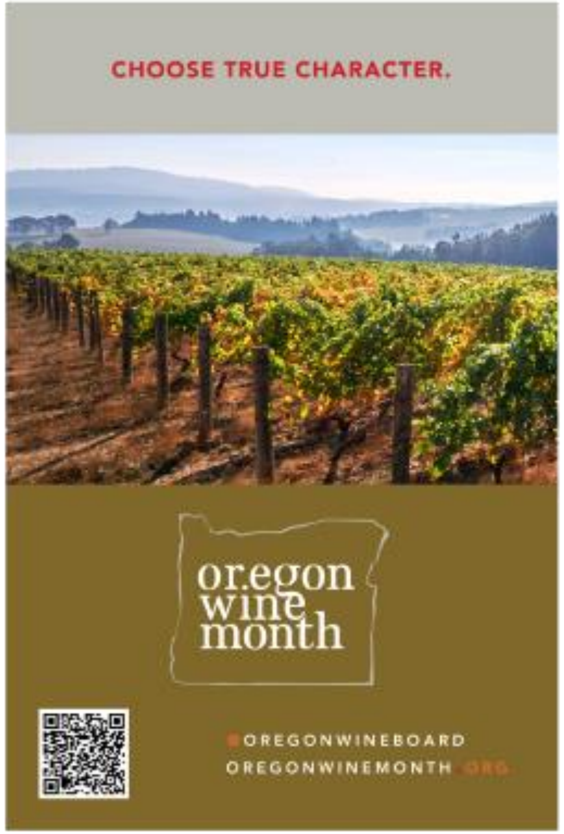
- Sales sheets and presentation decks
- Trade and industry webinars
- Complimentary print POS nationwide
- Sweepstakes offering
- Trade educational webinars
- Digital assets available for customization
- Engagement with wholesale network nationwide (incentive and webinar)

or.

Oregon Wine Month POS

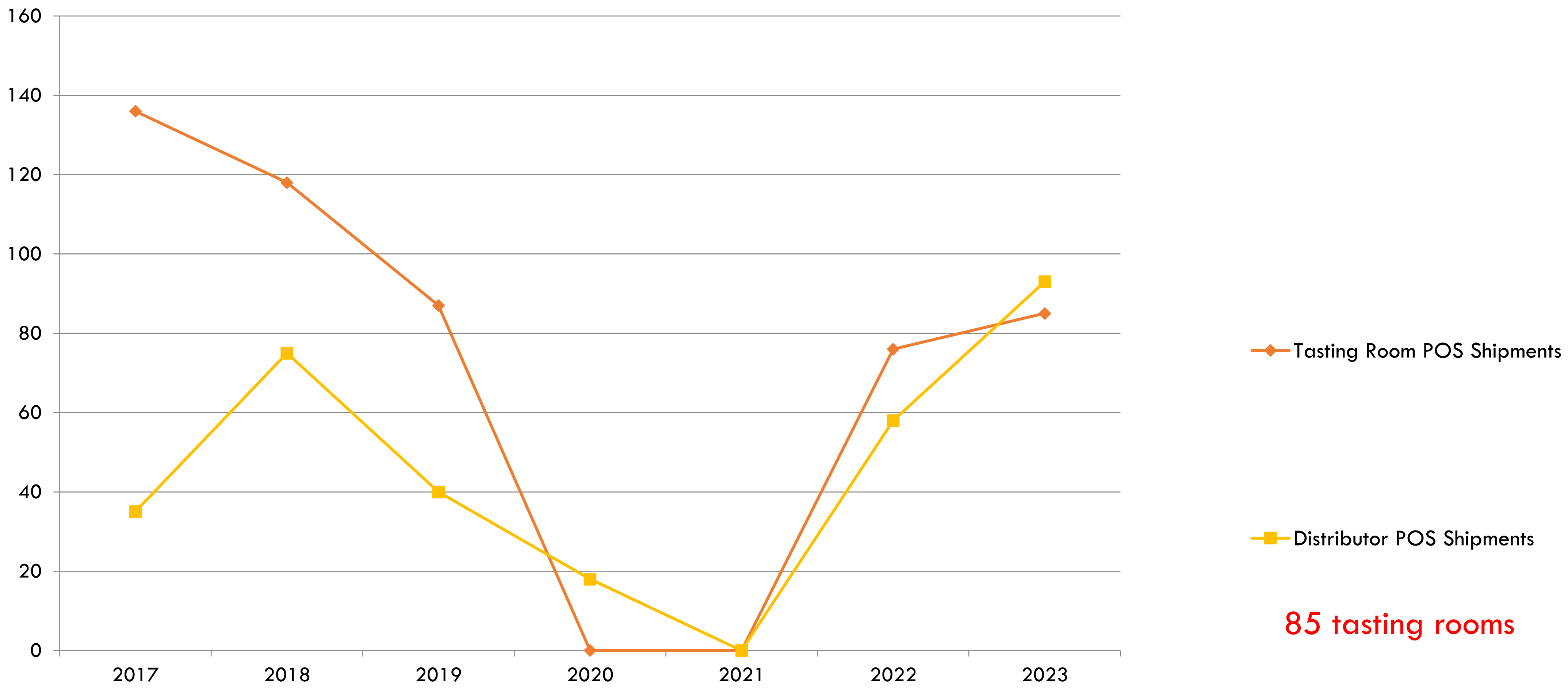
- Case cards 8.5 x 11
- Shelf blades 5 x18
- Table tents 4 x 6
- Digital assets available for customization





or.

Point of sale – tasting room and distributor historical data



85 tasting rooms

93 distributor partners

or.

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 BOARD

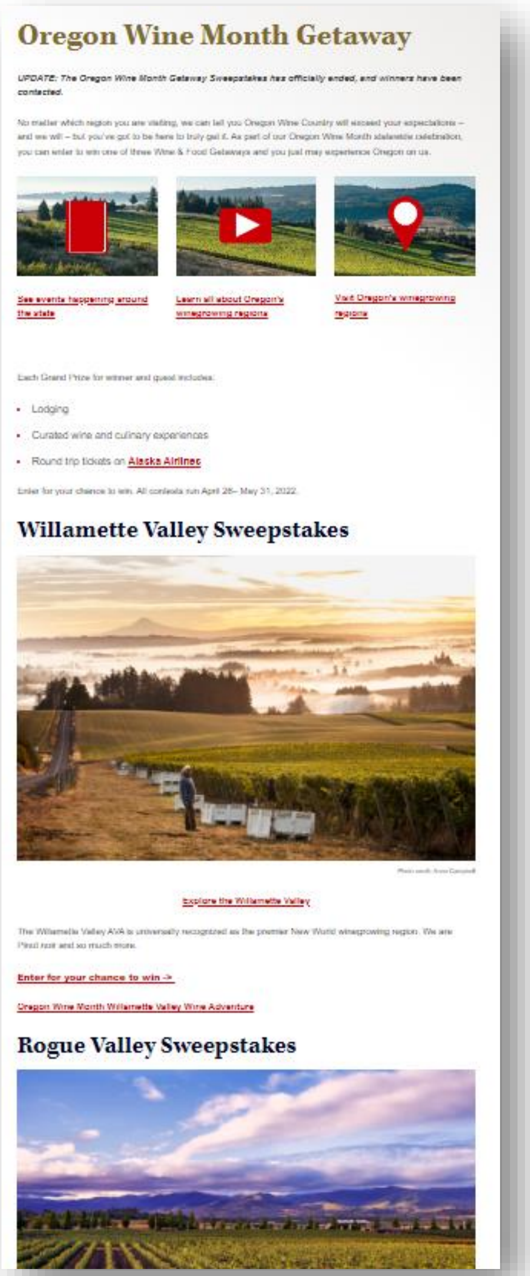
or.

Oregon Wine Month toolkit

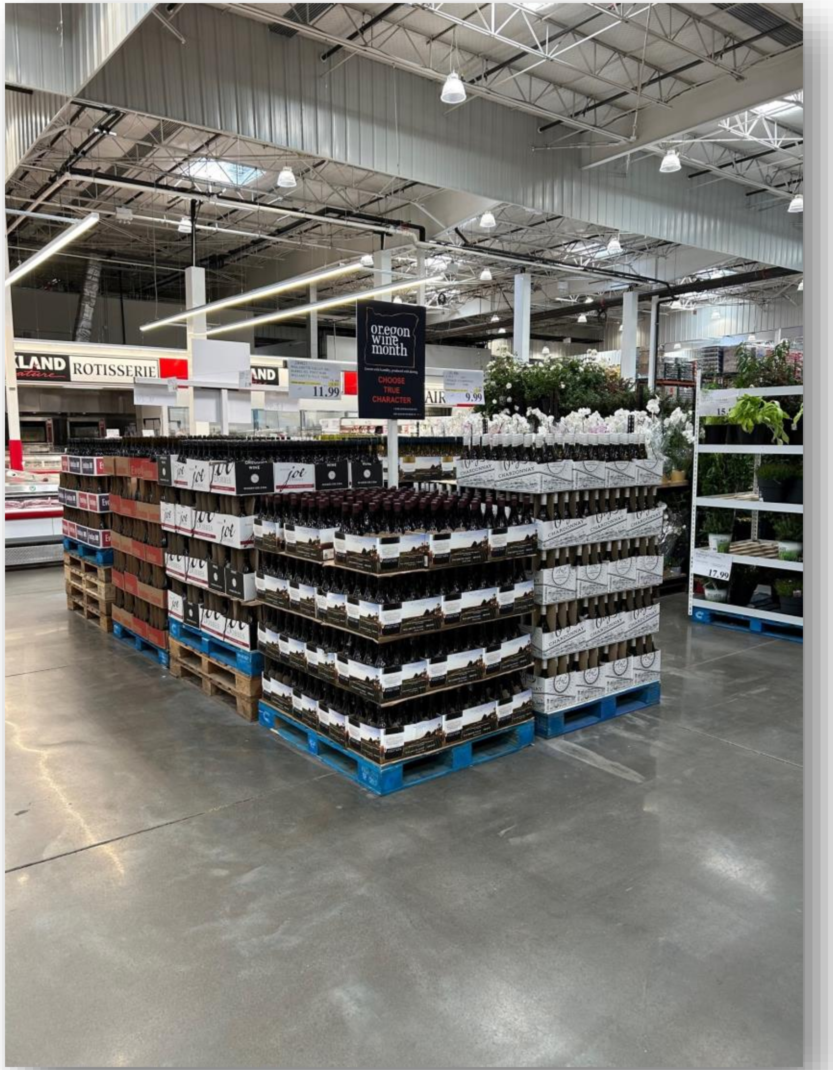
Visit industry.oregonwine.org/marketing to access the Oregon Wine Month toolkit where you will find all the resources available.

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 dinner at Wine World Pensacola

Oregon Wine Month successes

or.

Oregon 2023 – the Broader Wine Landscape and Oregon Wine Month

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

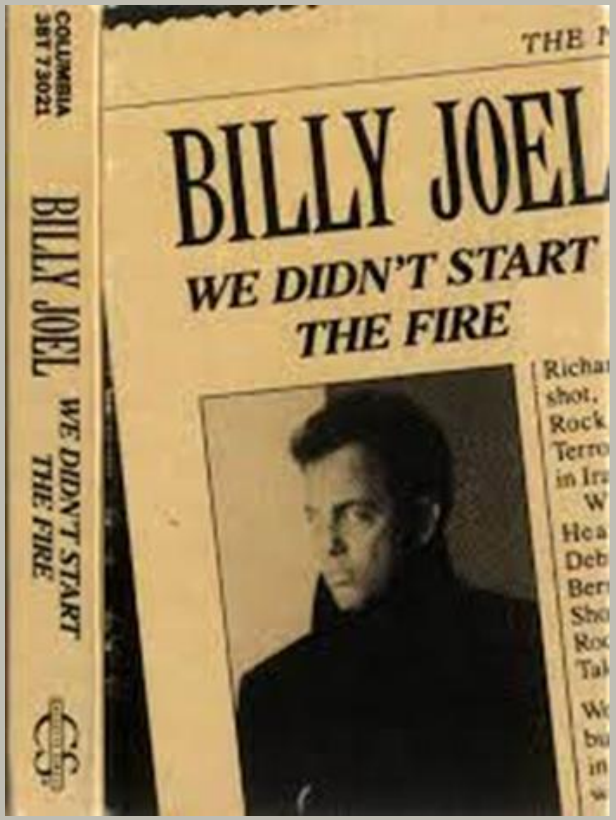
OUR AGENDA

- Category Pressure Points
- Data Sources
- The BIG Wine Picture
- The Oregon Wine Picture
  - 3 Tier
  - DtC
- Oregon Wine Promotion Month
- Expanding Brand Oregon

or.

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



U.S. CATEGORY PRESSURE POINTS

EVOLVING CONSUMER

- Experiential & Experimental Driven
- Convenience seeking
- Flavor seeking
- Wellness Driven – for ‘me’ and ‘we’
- Transparency seeking
- Social Advocacy
- Ethnically Diverse – especially younger LDA’s

ECONOMIC CONDITIONS

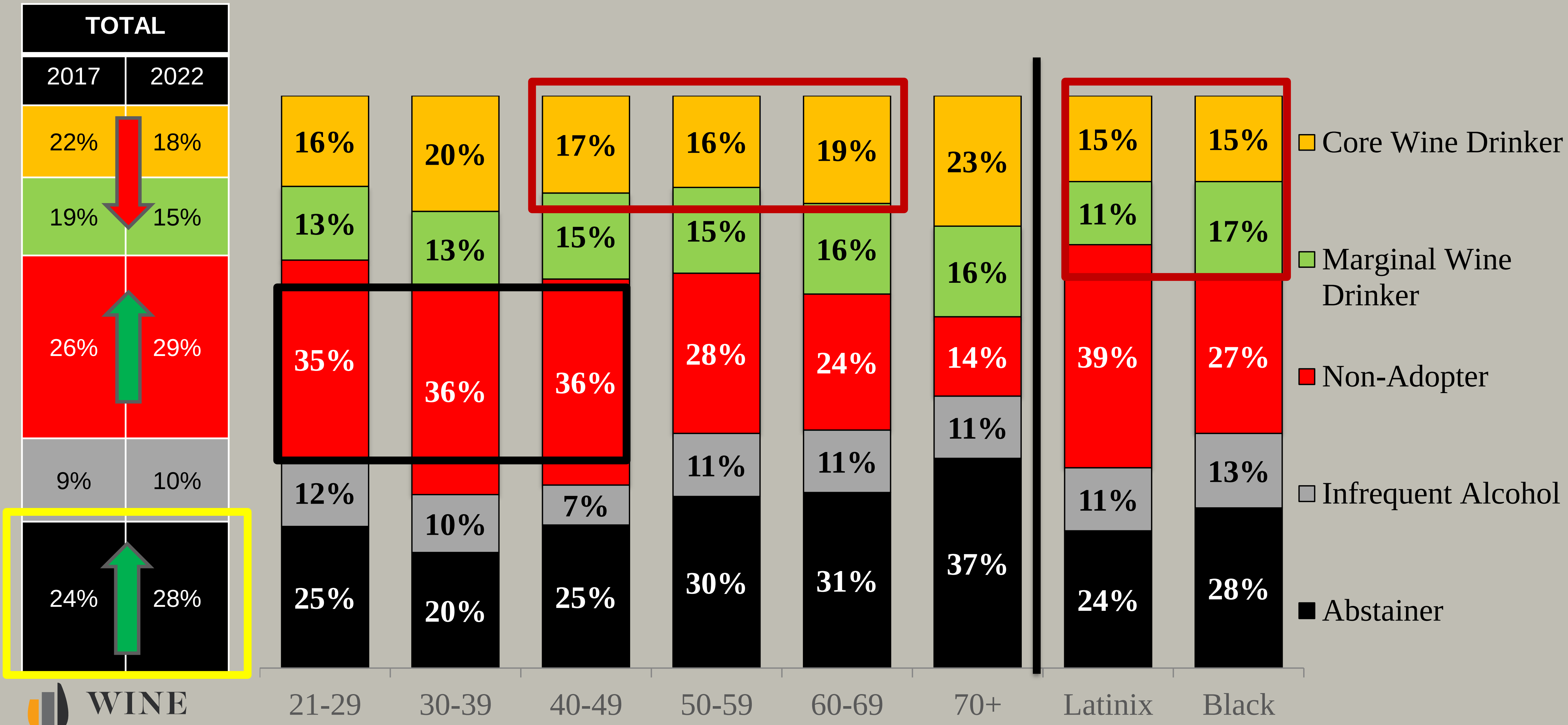
- Low levels of unemployment
- Debt levels at record levels
- Inflation cooling but still impactful
- Interest rates high

COMPRESSED MARKET GROWTH

- Drinking “better” but not more
- Premiumization is waning
- Proliferation of product types
- Cross-category consumption; occasion battle
- High wholesaler inventory levels

17

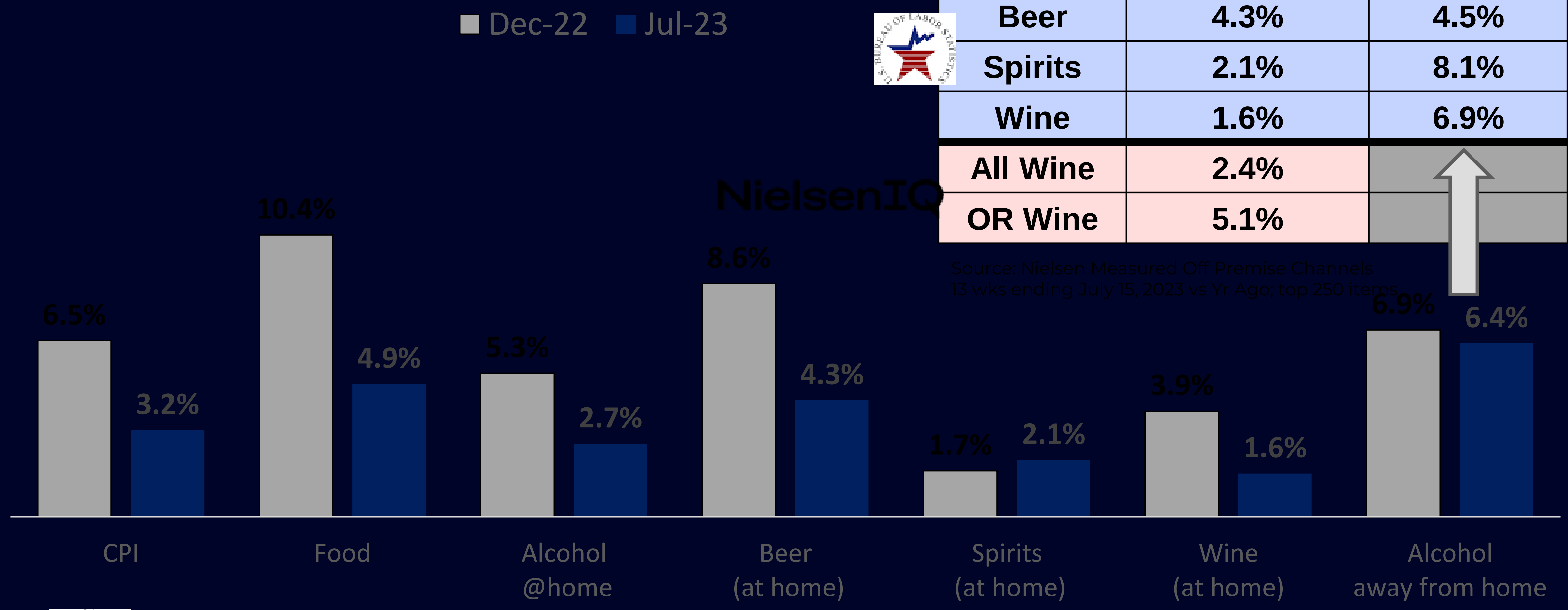
Generational & Cultural Challenges Remain in Attracting Younger and Multi-Cultural LDA Consumers



WINE MARKET COUNCIL

Source: WMC –U.S. Wine Consumer Segmentation Surveys, Fall 2021/Spring 2022 Combined

Inflation Rates by category (Dec 2022 – July 2023)



July 2023	At Home	Away from Home
Food	4.9%	7.1%
Beer	4.3%	4.5%
Spirits	2.1%	8.1%
Wine	1.6%	6.9%
All Wine	2.4%	
OR Wine	5.1%	

NielsenIQ

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

Source: Bureau of Labor Statistics

or.

$8.2 BILLION

$1.3 BILLION

$1.5 BILLION

$11 Billion - lines are blurry

MALT

WINE

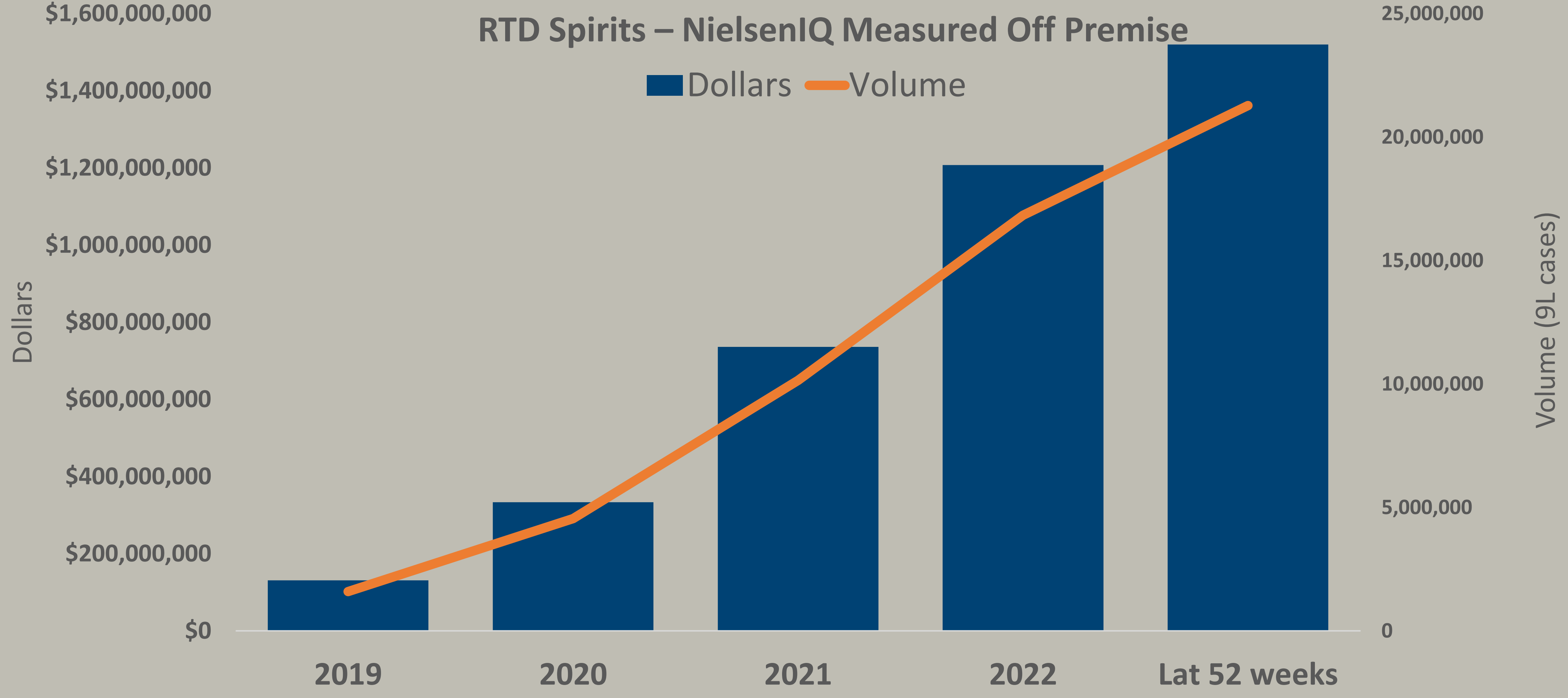
SPIRITS


APEROL SPRITZ
MANHATTAN COCKTAIL
OLD FASHIONED COCKTAIL
NÜTRL
LOYAL
ROGUE Spirits
CUTWATER
VODKA SODA
TEQUILA PALOMA
TIKI RUM MAI TAI
VODKA MULE
PIÑA COLADA
PEACH MARGARITA
MANGO MARGARITA
JUNE SHINE
TEQUILA MARGARITA
Well

RTD's


CANTINA TEQUILA SODA
VILLAGER
TASTE PARADISE
JIM BEAM
MALIBU
MARGARITA
BACARDI
VODKA SODA

Spirit RTD Cocktails growth is explosive, and driving Spirits category growth



NielsenIQ Total U.S. Off Premise Measured Channels; thru July 15, 2023

MULTIPLE DATA SOURCES

Data Source	Type of Data	
bw166	Shipments based upon tax records	5.5MM 9L cases (2022)
SipSource By WSWA	Aggregated depletions among participating wholesalers – On + Off Premise 3 tier	
NielsenIQ	Retail sales in specific off premise channels	$310MM/1.5MM 9L Cases 425 Brands/1,500 items
CommunityBenchmark™	DtC among participating wineries	
Wine Business Analytics; SOVOS ShipCompliant	DtC shipments	$278MM/508K 9L Cases (2022
Wine Market Council	Consumer Research	

or.

SipSource By WSWA

PARTICIPATING WHOLESALERS (2023)

- Allied Beverage Group
- Breakthru Beverage Group
- Columbia distributing
- Eder Bros fine wine & spirits since 1933
- Fedway where you come first
- Great Lakes Wine & Spirits
- Henry A. Fox Sales
- Heidelberg Distributing Company
- Imperial Beverage
- Est. 1948 Kentucky Eagle
- Lipman
- Martignetti Companies
- Opici Family Distributing CT
- RNDC Republic National Distributing Company
- Southern Glazer's Wine & Spirits
- Virginia Imports, Ltd.

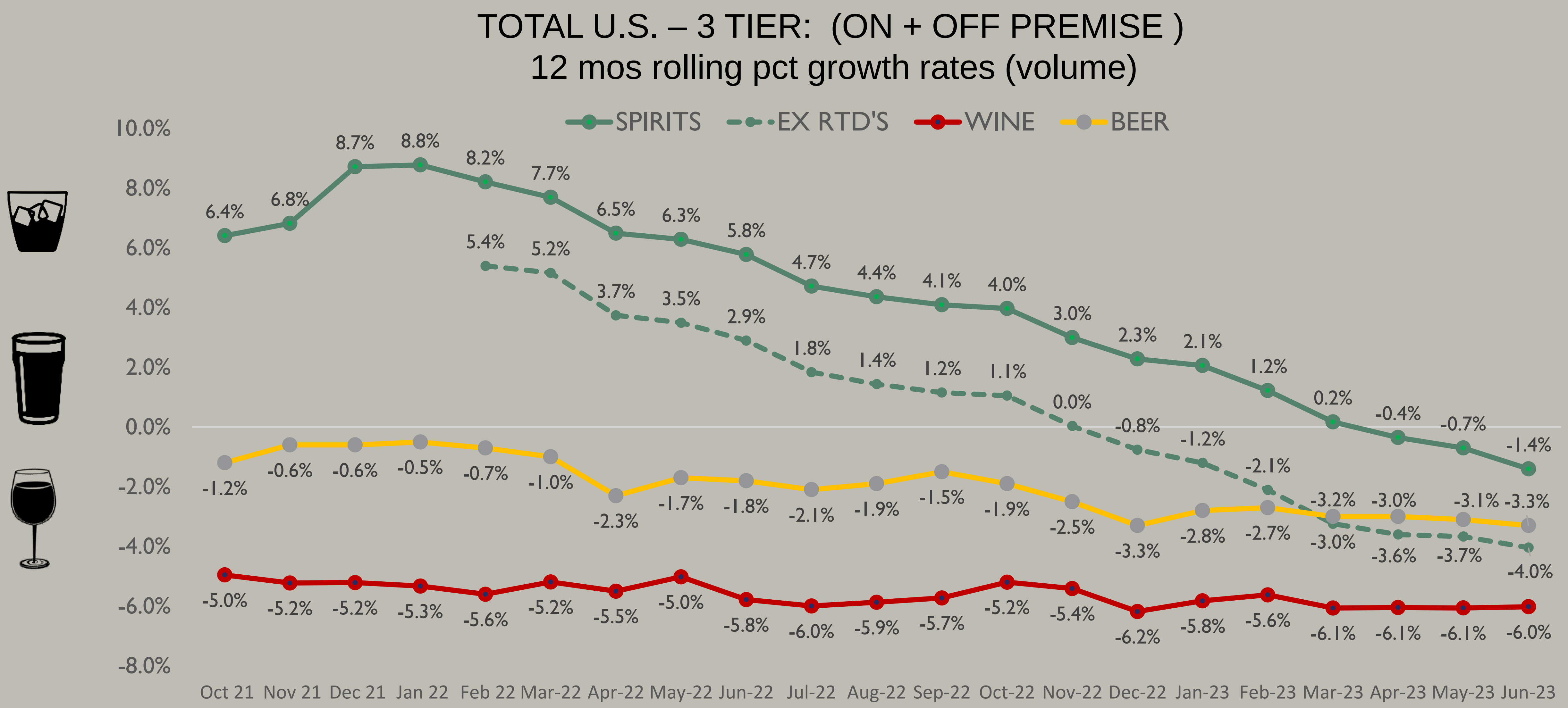
In PROCESS

- Horizon Beverage
- Momentum Beverage Team
- Saratoga Liquor Company • Est. 1934
- Winebow Fine Wine + Spirits
- Opici Family Distributing NJ; NY
- NABCA
- or.

THE BIG PICTURE

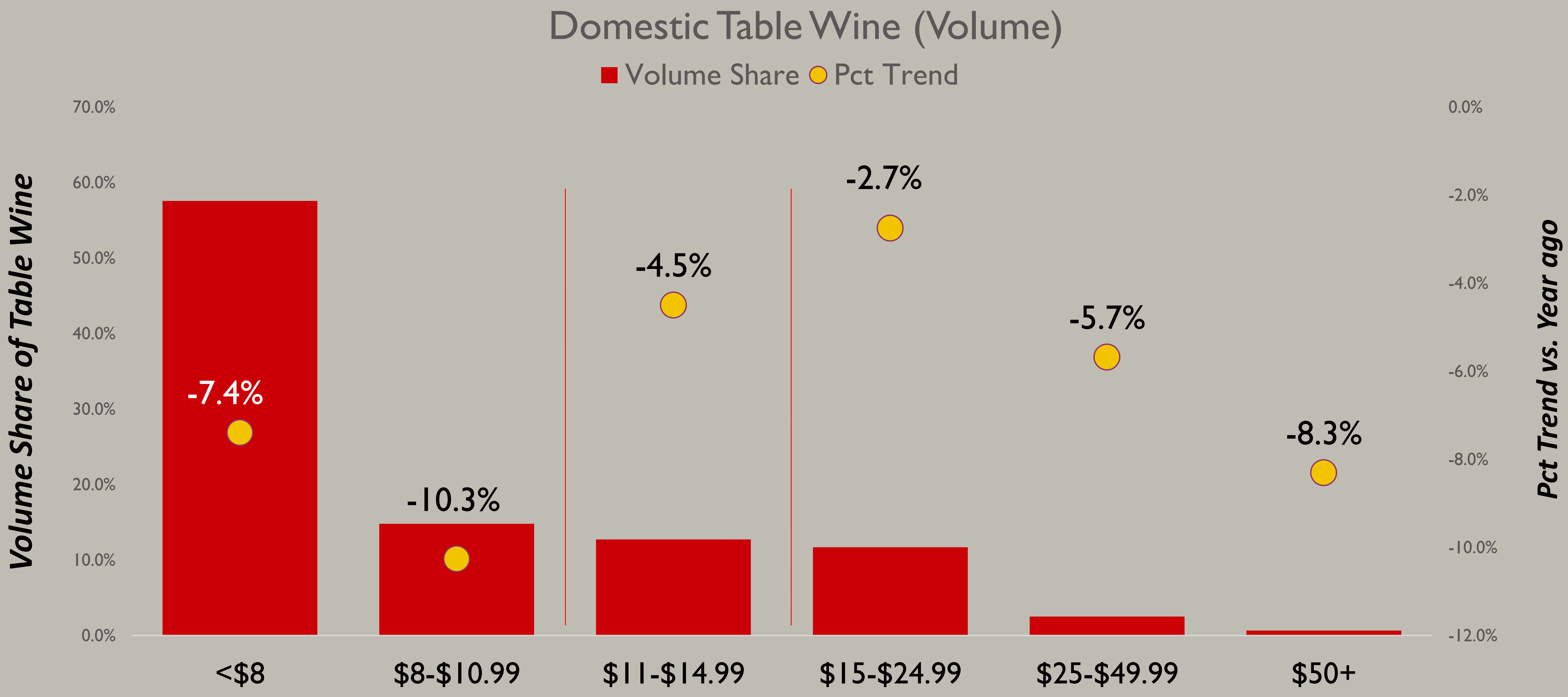
or.

Category growth converging in negative territory



12-Month Rolling Volume % Change

Lower end wine price tiers still the bulk of the volume, AND declining the most

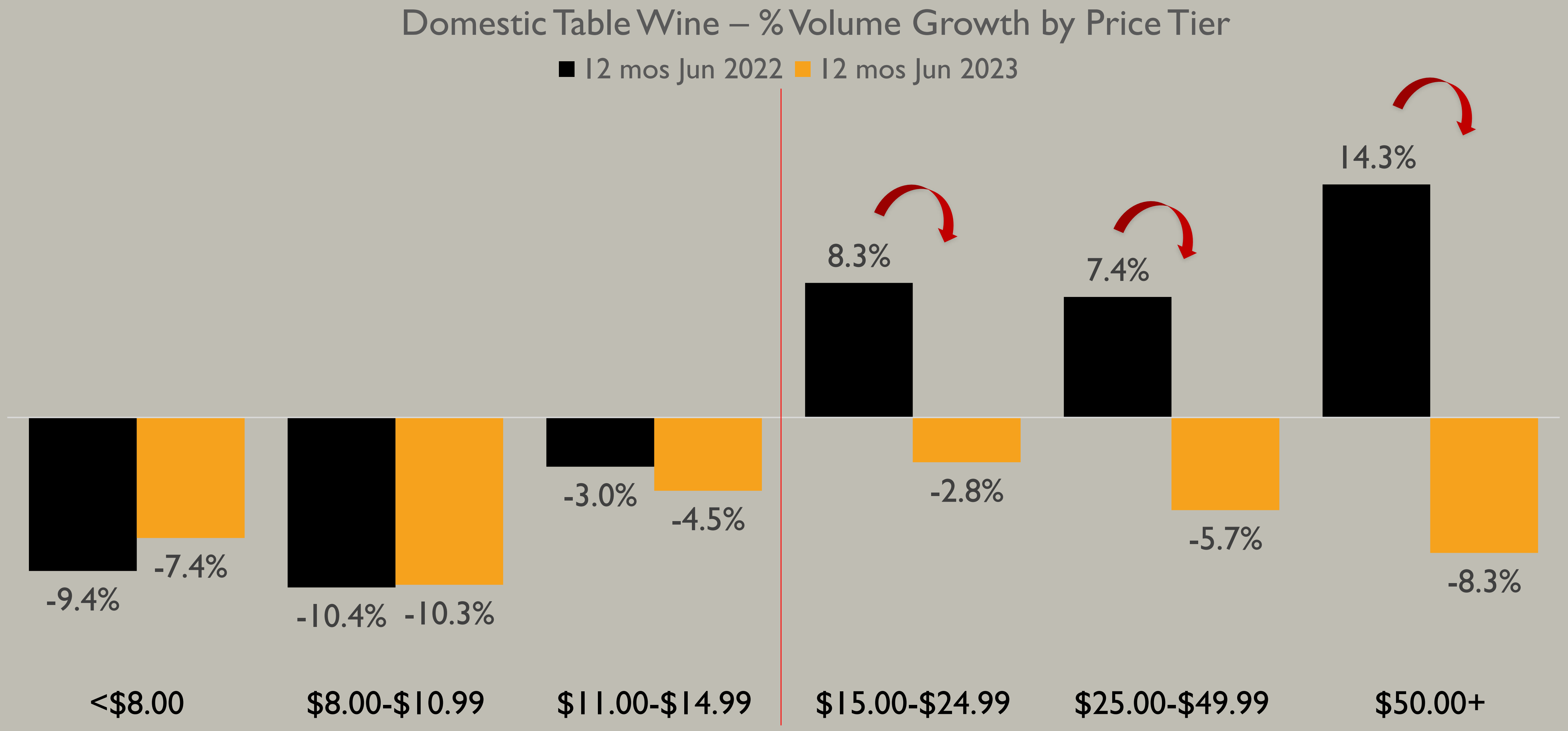


SipSource By WSWA

12 mos ending June 2023 (Equiv 750 ml basis)

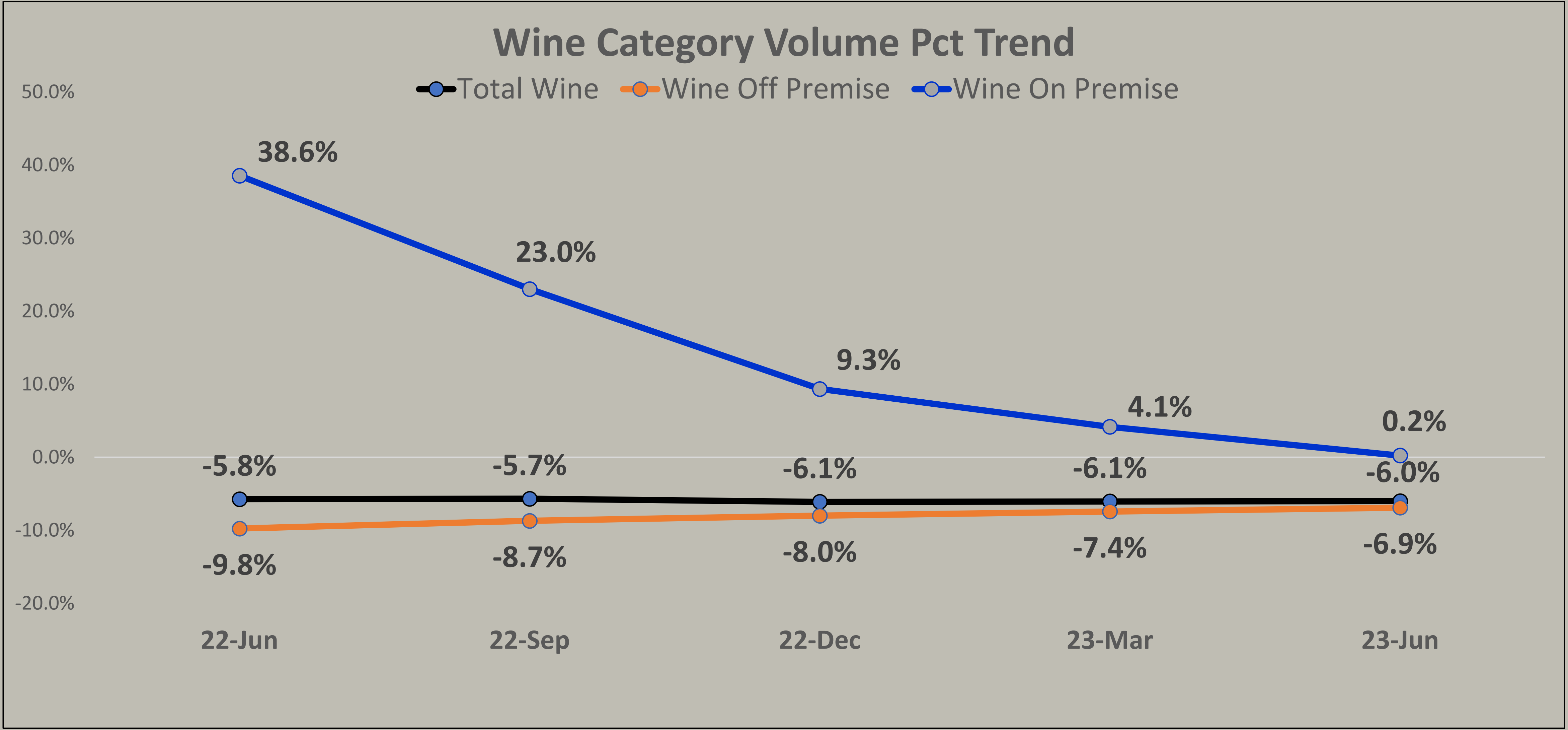
or.

Premiumization slowing – but still positive $15+ over the 3 year term; higher tier comps ease in back half 2023



Period ending June 2023

On-Premise stabilizing; Off-Premise struggles continue



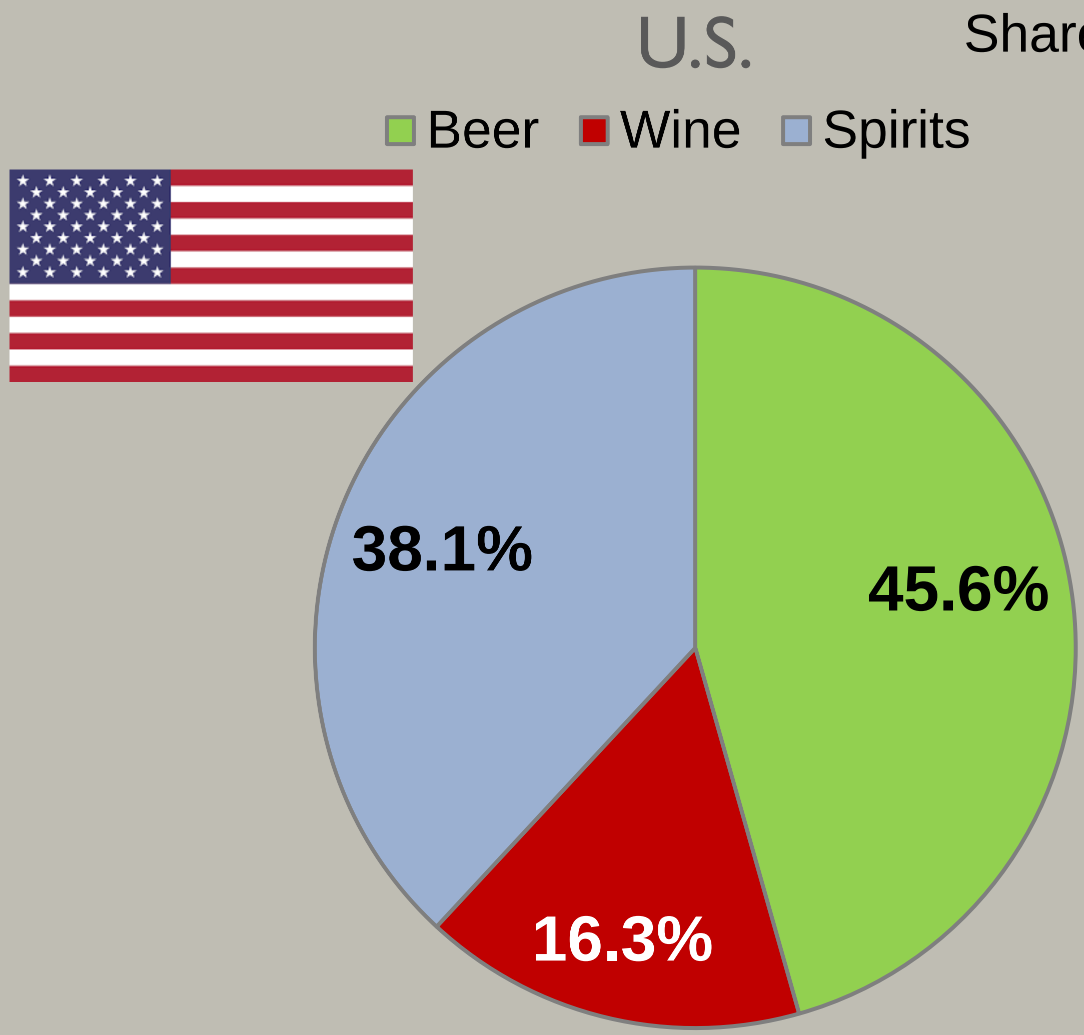
12-Month Rolling % Change vs. LY

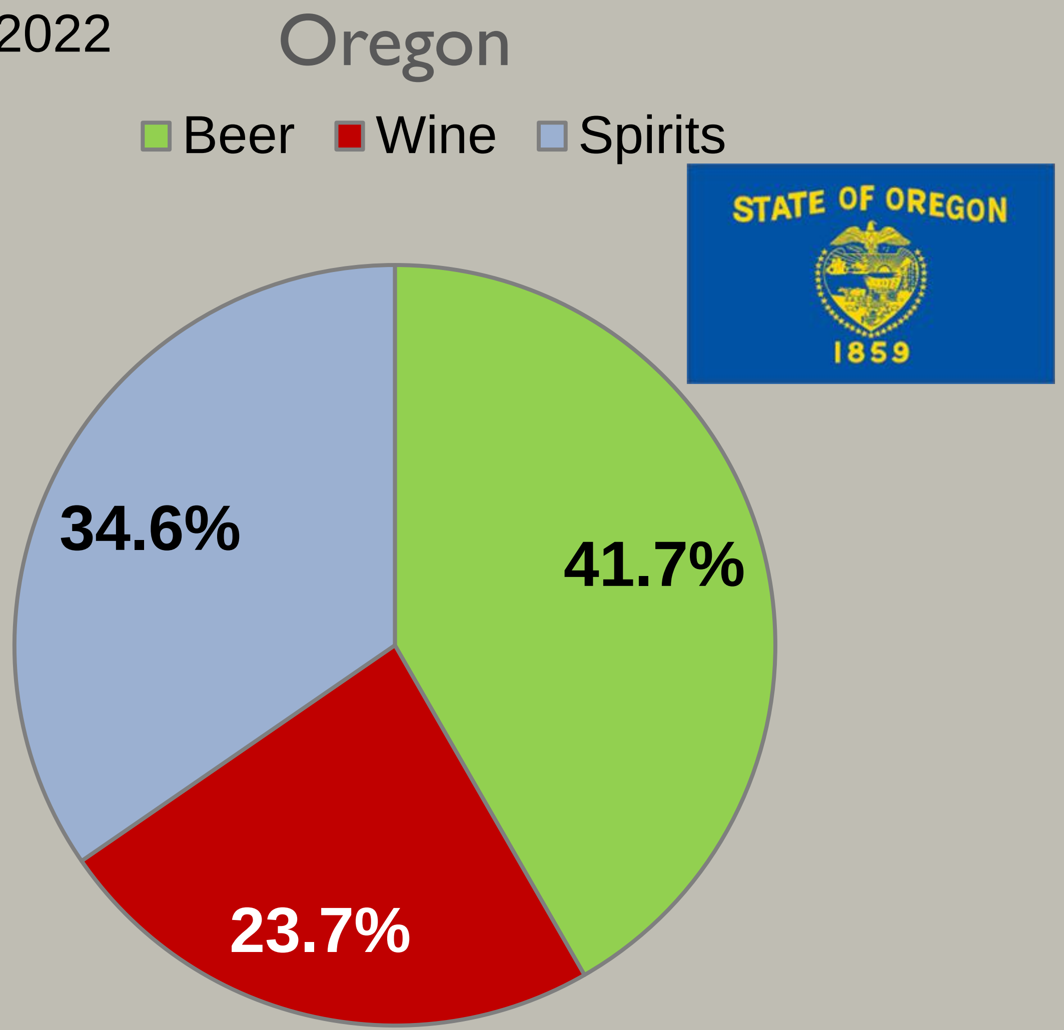
THE OREGON PICTURE

or.

Wine is even more important in the state of Oregon

Share of Servings - 2022

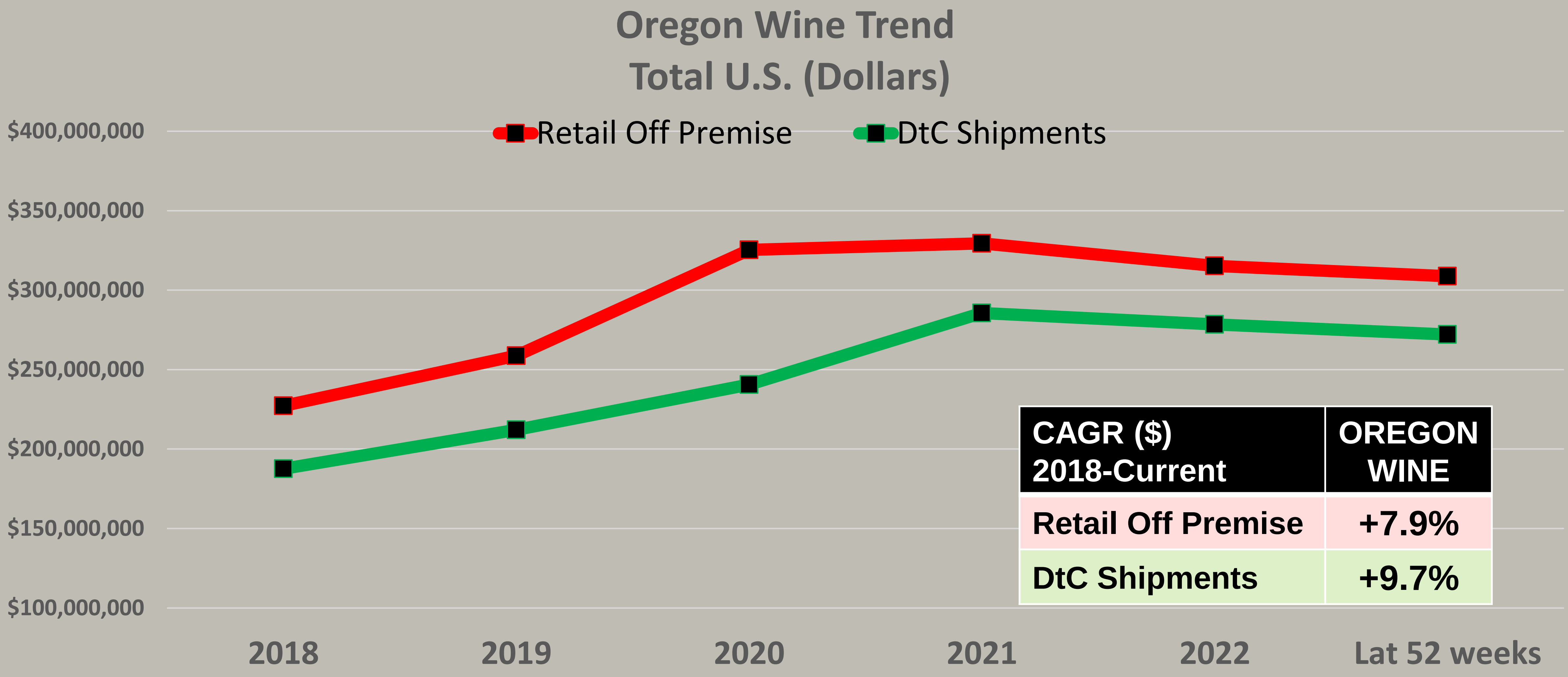




bw166

or.

Oregon has grown significantly long-term; but growth is tougher now



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

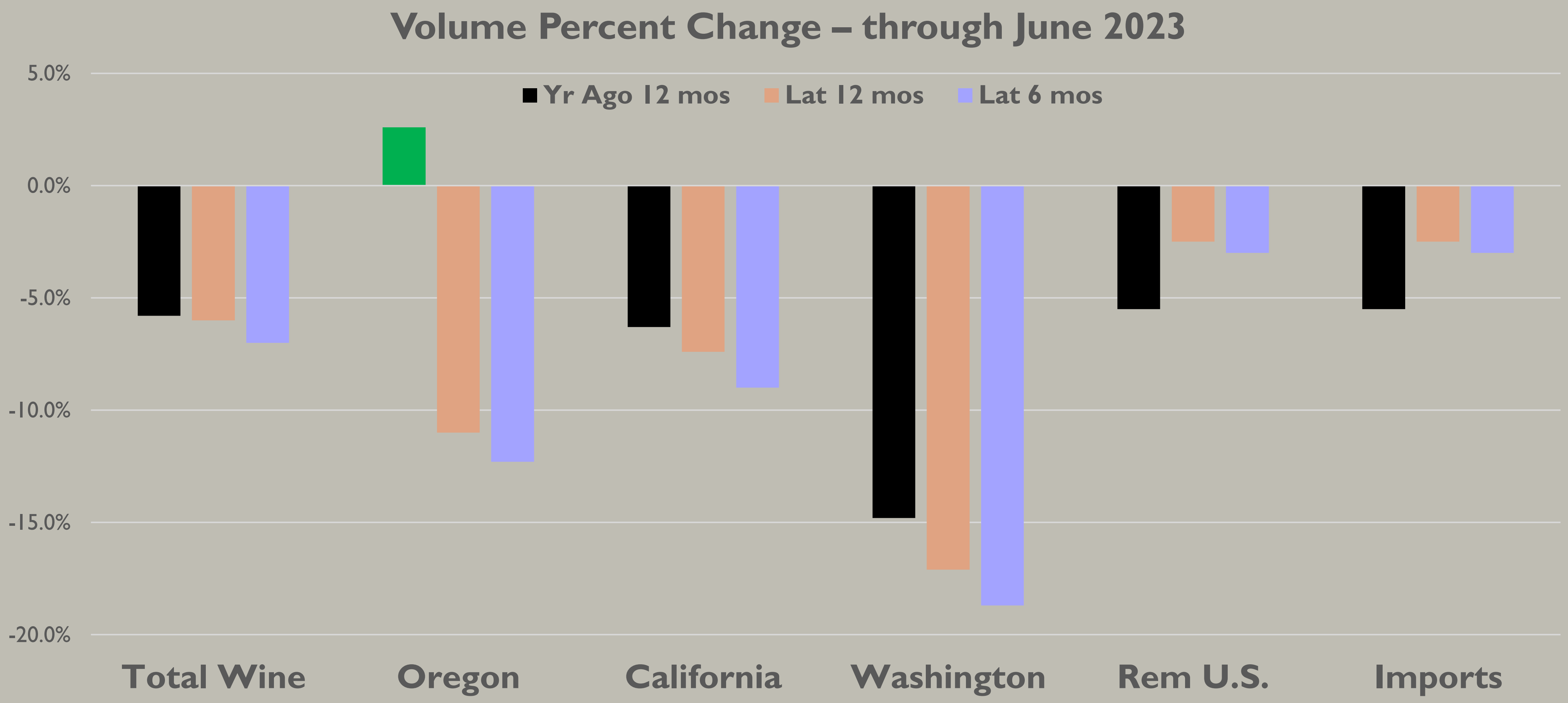
NielsenIQ Retail Off Premise Measured Channels; thru July 15, 2023

WINE BUSINESS ANALYTICS SOVOS ShipCompliant DtC shipments hrough June 2023

or.

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



SipSource By WSWA

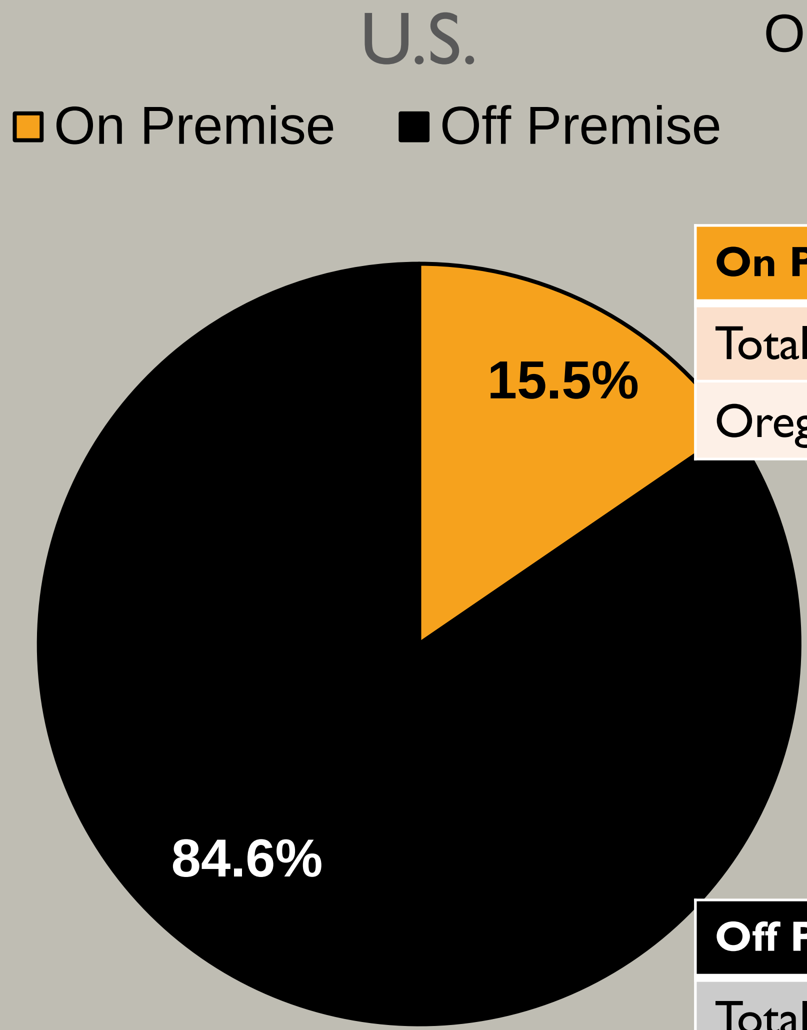
Period ending June 2023

or.

On-Premise is of much larger importance to Oregon than it is Nationally

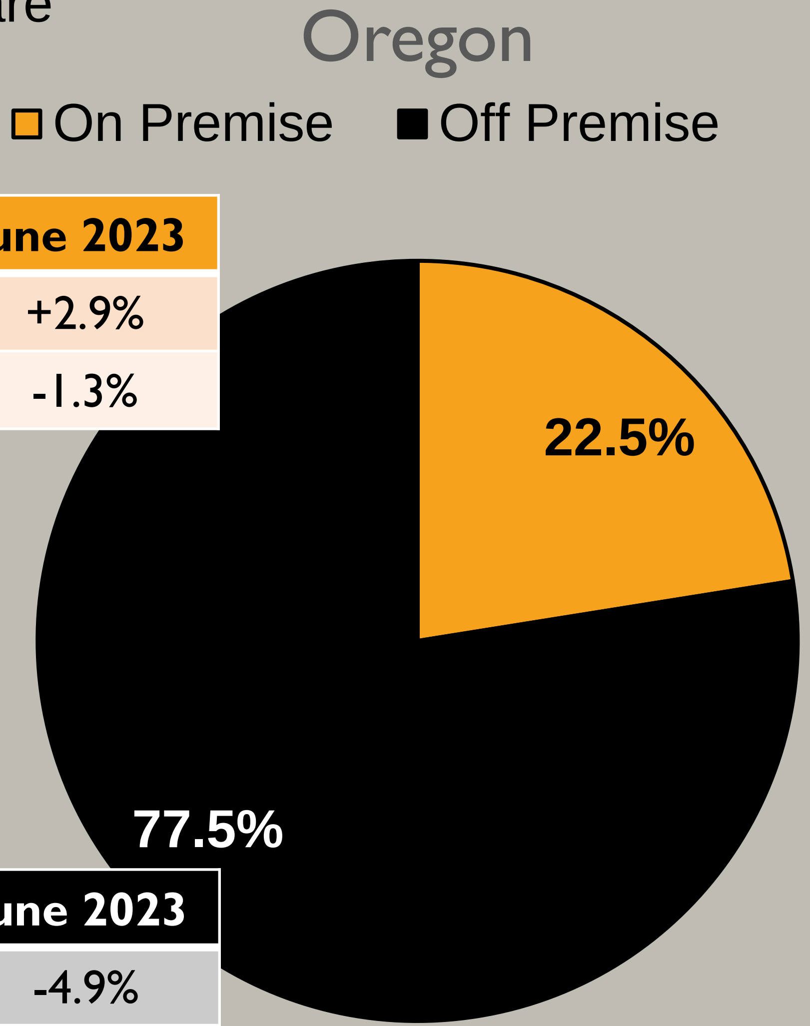
On Premise recovery benefited OR much moreso year ago; Off Premise now the larger concern

On vs Off Premise Share



On Premise	June 2022	June 2023
Total U.S.	+43.8%	+2.9%
Oregon	+46.0%	-1.3%

Off Premise	June 2022	June 2023
Total U.S.	-5.3%	-4.9%
Oregon	-4.5%	-13.4%

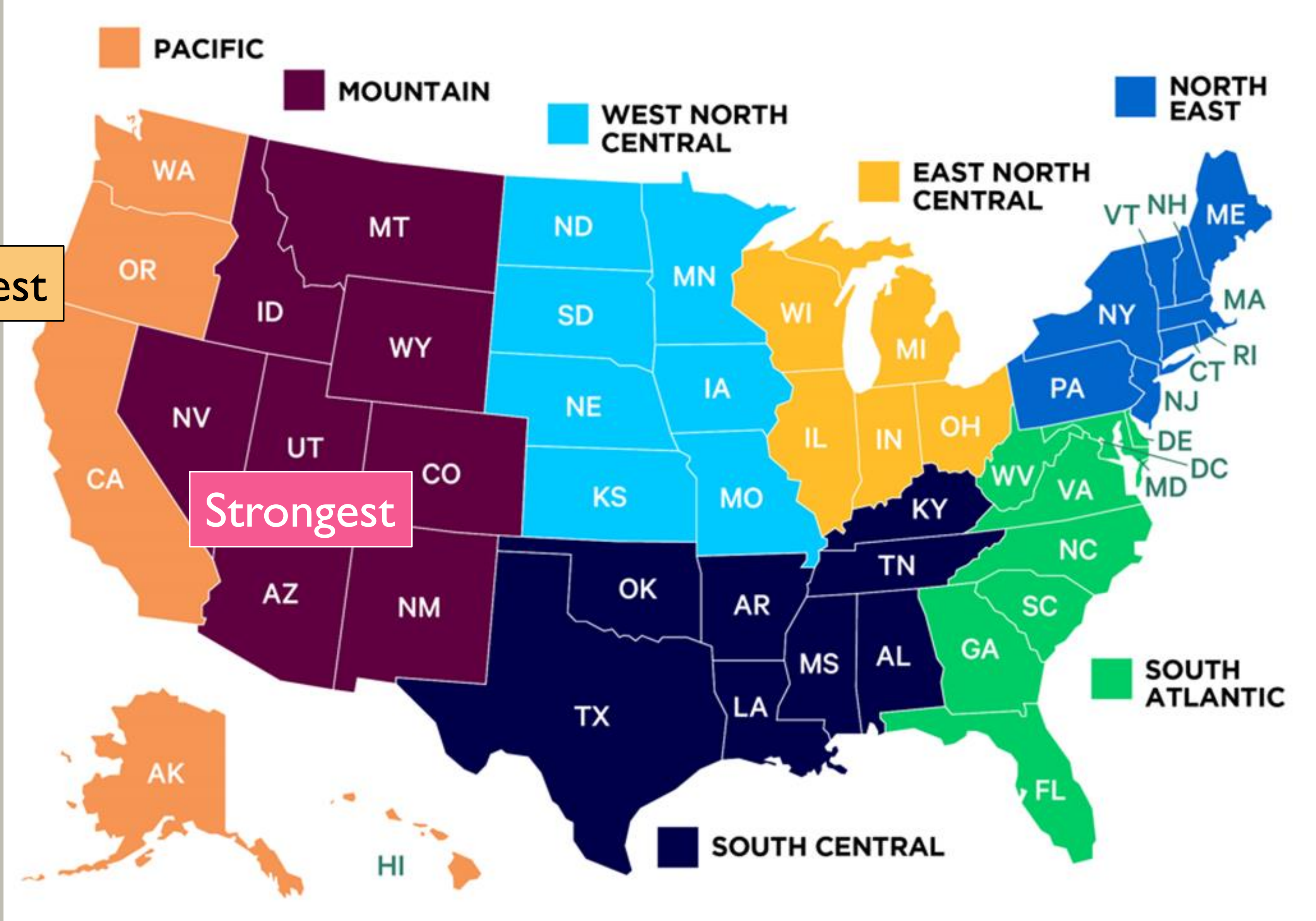


12 mos ending June 2023

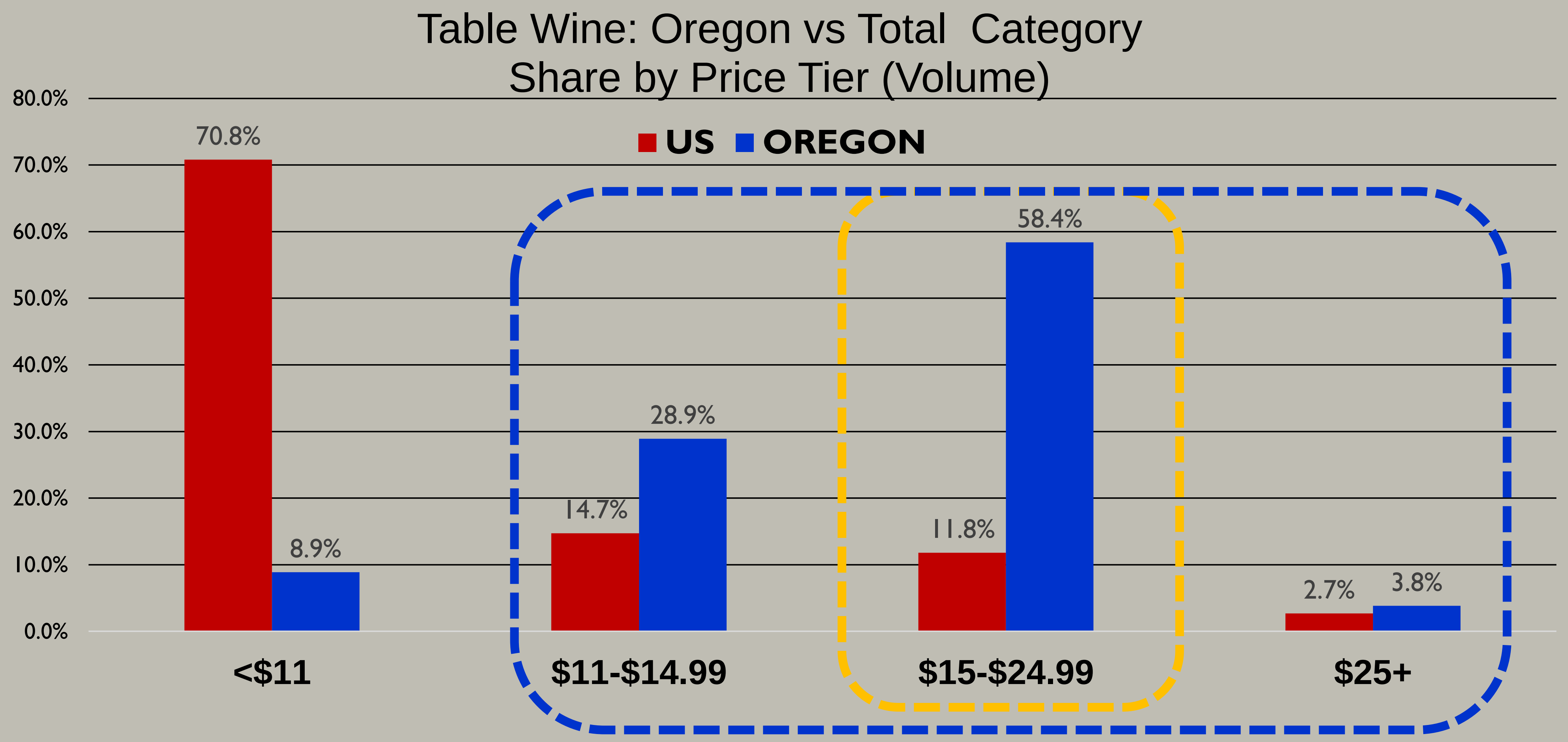
Oregon Wine - 3 Tier Depletions

Pacific the biggest challenge

Growth in Mountain



OREGON better positioned for growth given its premium price base

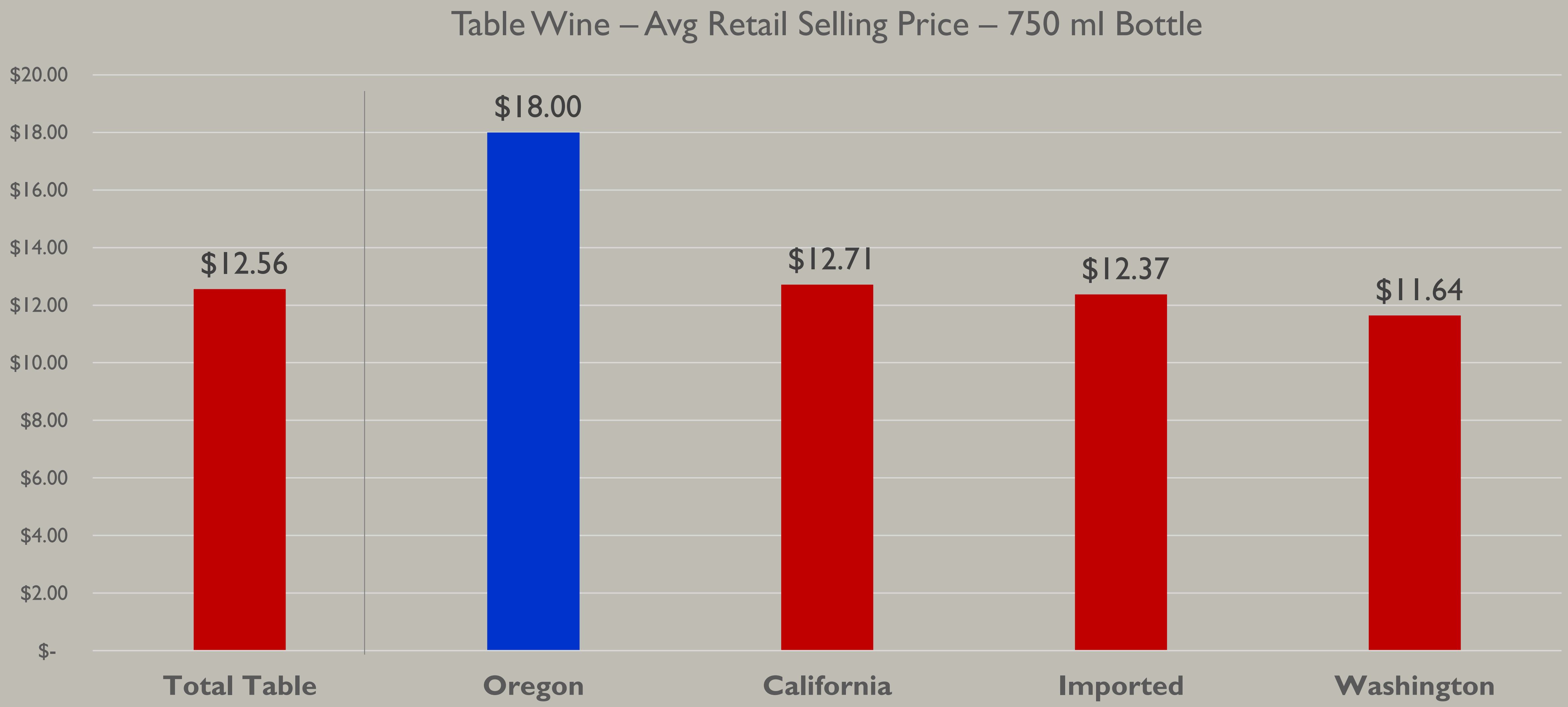


SipSource By WSWA

12 mos ending June 2023

or.

Oregon is a leader in the Premium wine space

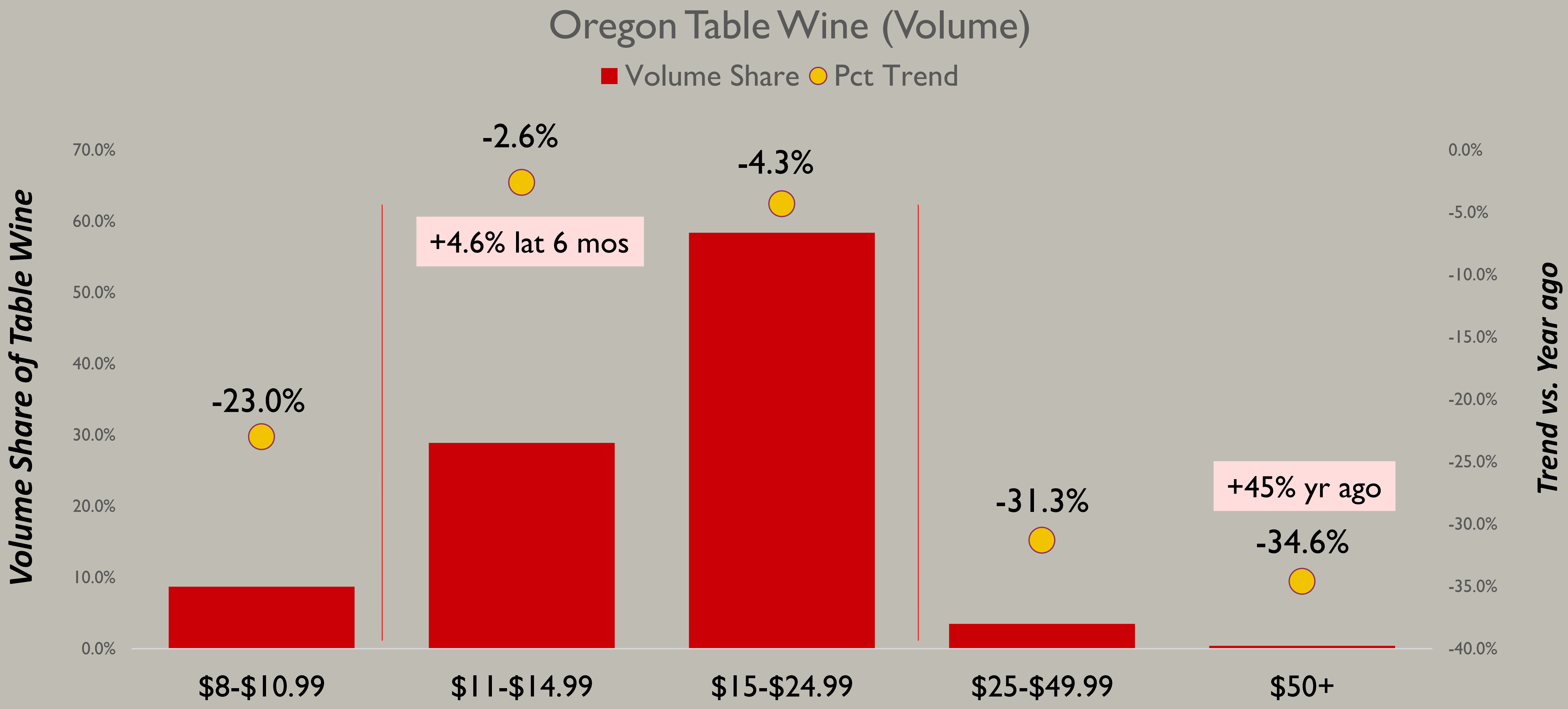


NielsenIQ

Source: Total US xAOC + Liquor Plus, 52 w/e July 15, 2023

or.

Oregon volumes down mildly in key price tiers $11-$25, with larger declines in both the lower and higher tiers

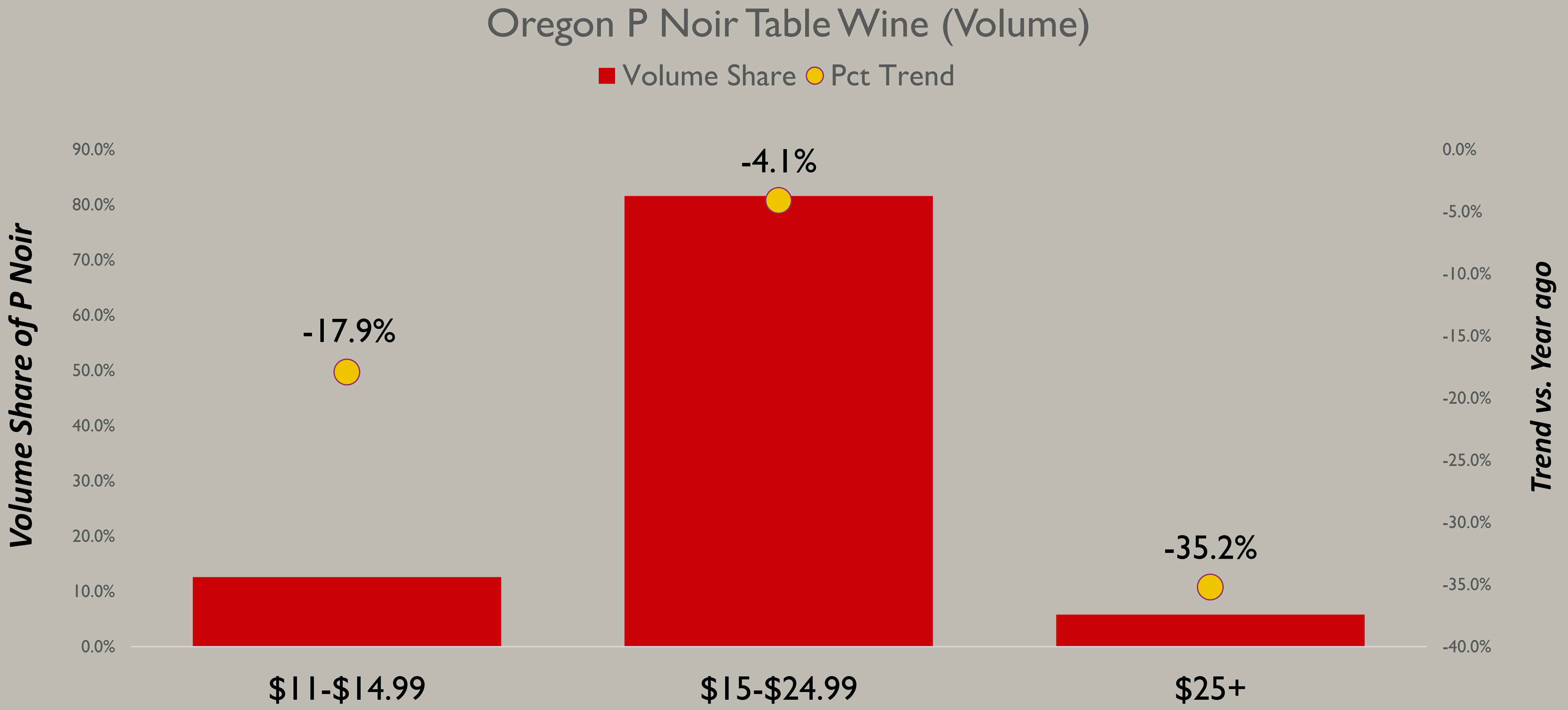


Oregon performance by varietal varies – P Gris and Rose' the most consistently positive

Volume	Share of Oregon	6 mos June 2023	12 mos June 2023	12 mos June 2022
P Noir	55.8%	-5.0%	-8.5%	-2.4%
P Gris	24.0%	+1.8%	+0.1%	+2.0%
Chardonnay	5.9%	-50.3%	-29.0%	+27.7%
Rose'	5.2%	+11.7%	+3.3%	+5.2%
Riesling	2.0%	+16.8%	-0.3%	-15.5%
Sparkling	1.4%	-12.5%	-10.5%	+13.6%

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

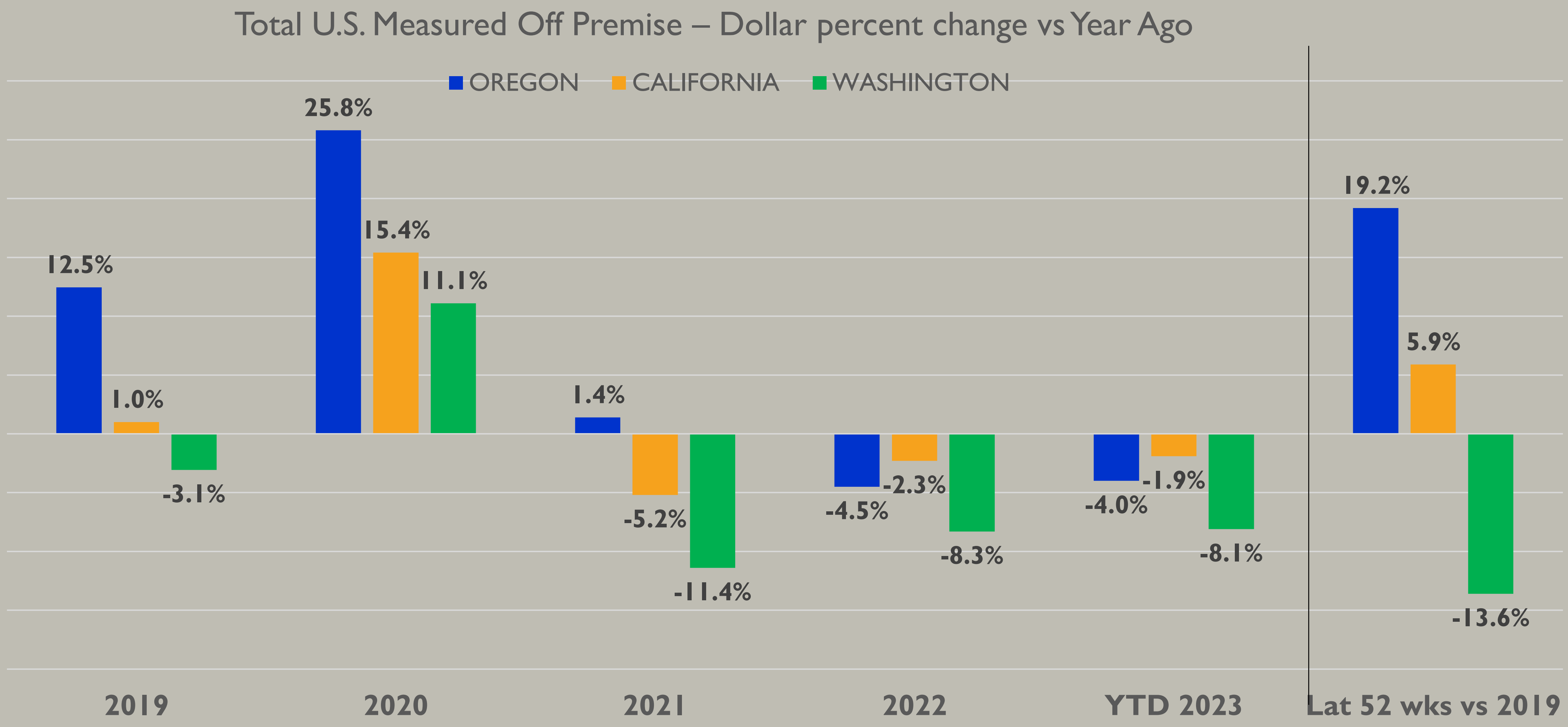


SipSource By WSWA

12 mos ending June 2023 (Equiv 750 ml basis)

or.

Long-term, Oregon table wine growth rates have exceeded our neighbors to the north & south



NielsenIQ

Source: Total US Nielsen Measured Off Premise (xAOC + Liquor Plus + Convenience); 52 weeks ending July 18, 2023

or.

OREGON (3 Tier Off Premise) Growth Brand Leaders

OREGON centric brands

- Large increases in sales (current 52 weeks vs Yr Ago)
- Ranked by $ change

Change							
+$1MM+	Four Graces	OTWC	Portlandia				
+$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

NielsenIQ Scan Off-Premise Channels; period ending July 15, 2023; Dollars

or.

3 Tier / Wholesale – Oregon Growth Regions

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)

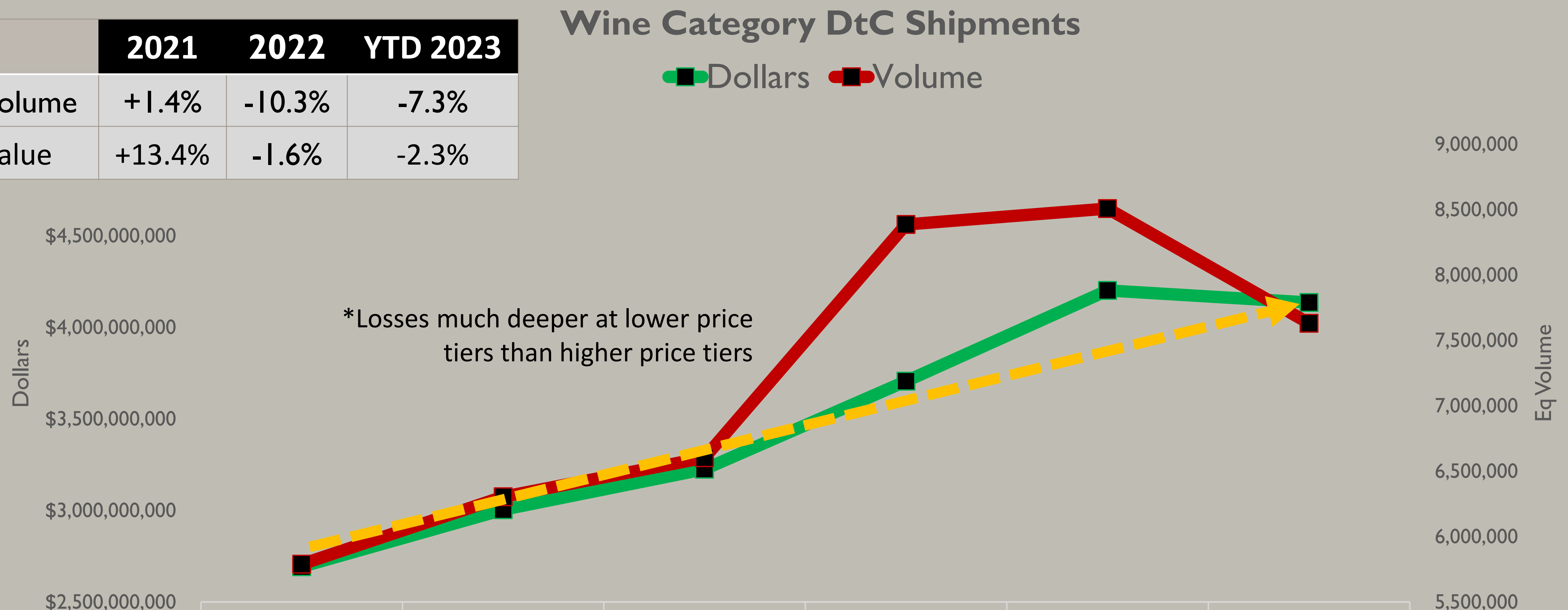
Brands with highest \$ gains in 3 Tier Off Premise

Brands must be growing BOTH dollars and volume

NielsenIQ Scan Off-Premise Channels; period ending June 17, 2023; Dollars

COVID accelerated DTC shipment growth in 2020/21; now fallen to more traditional growth; but a soft YTD

	2021	2022	YTD 2023
Volume	+1.4%	-10.3%	-7.3%
Value	+13.4%	-1.6%	-2.3%



	2017	2018	2019	2020	2021	2022
Dollars	$2,691,717,00	$3,003,318,11	$3,224,688,82	$3,705,842,60	$4,201,450,28	$4,135,109,56
Volume	5,788,489	6,304,470	6,601,773	8,385,907	8,507,189	7,630,338

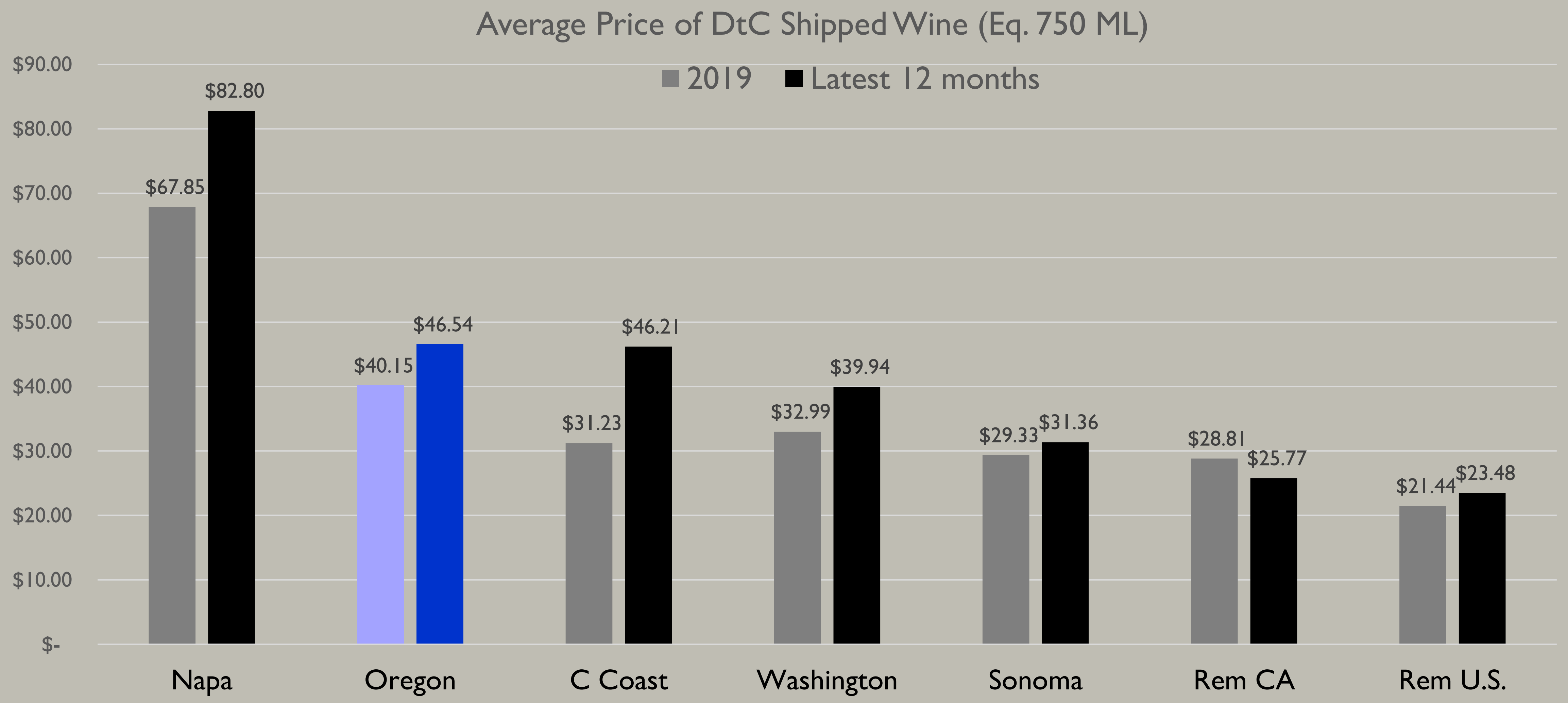
Straight line projection

WINE BUSINESS ANALYTICS

SOVOS ShipCompliant

or.

Oregon DTC pricing is equivalent to Central Coast – premium to Washington and Sonoma, and a growing gap to Napa



WINE BUSINESS ANALYTICS SOVOS ShipCompliant Period ending 12 mos June 2023

or.

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

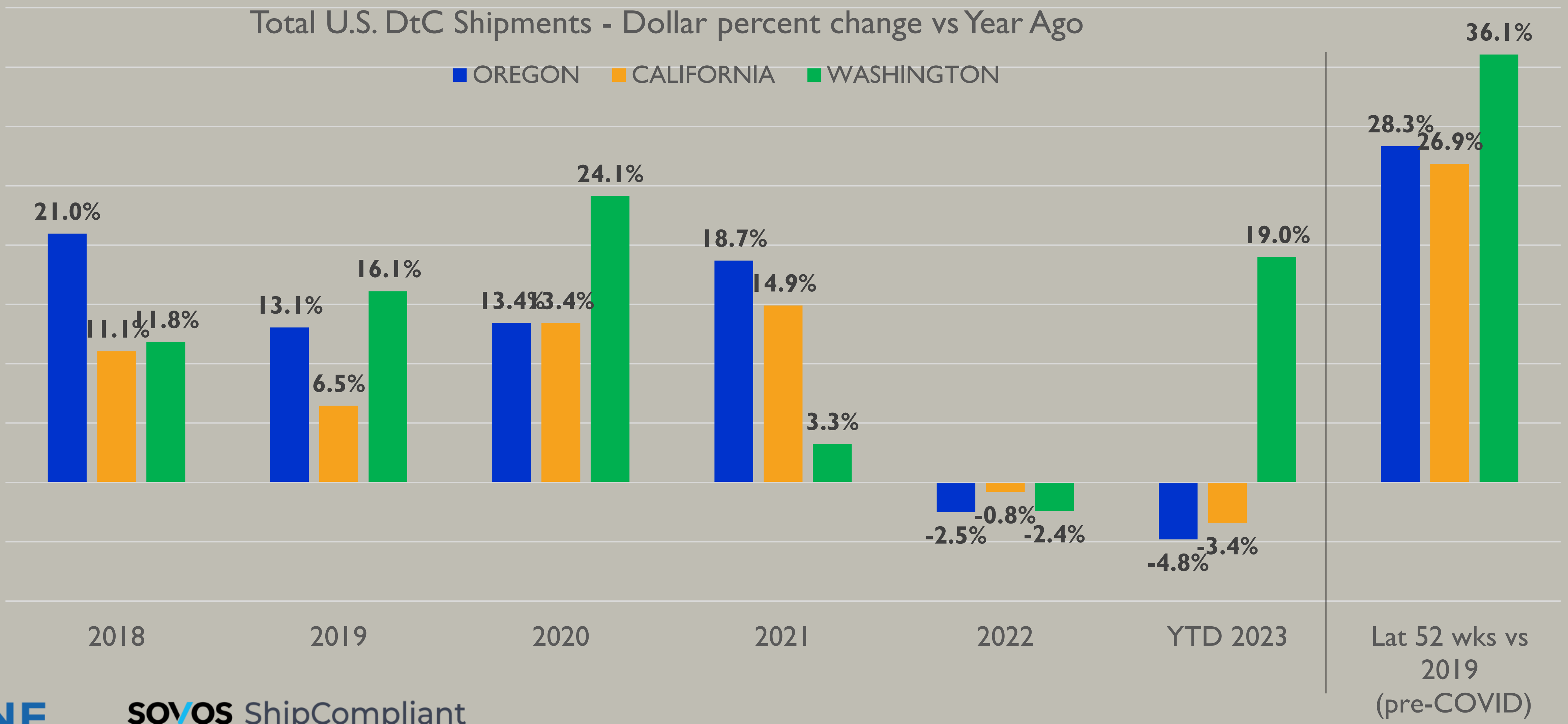
Avg price/bottle shipped out of state: $50

WINE BUSINESS ANALYTICS

SOVOS ShipCompliant

or.

Oregon DtC shipments have steadily grown long-term– though not so more recently



WINE BUSINESS ANALYTICS

SOVOS ShipCompliant

or.

oregon wine

Oregon Wine Month 2023

NielsenIQ

Retail Off Premise

CommunityBenchmark

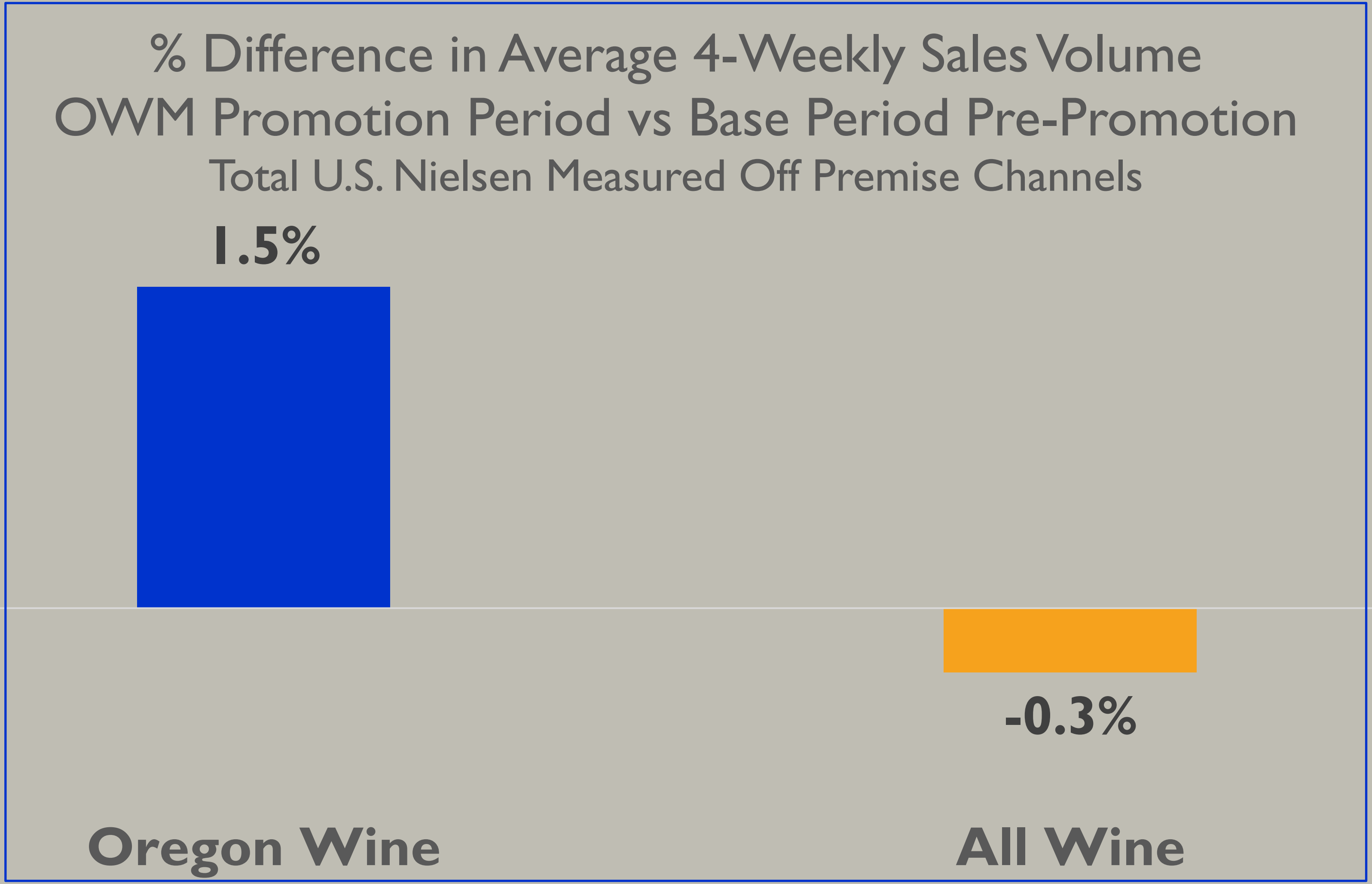
Direct to Consumer

Oregon wines experienced a greater lift in sales during the promotion period than did the category

Whole Foods Market Pac NW +26%

Albertsons
Seattle: +10%
Portland: +11%

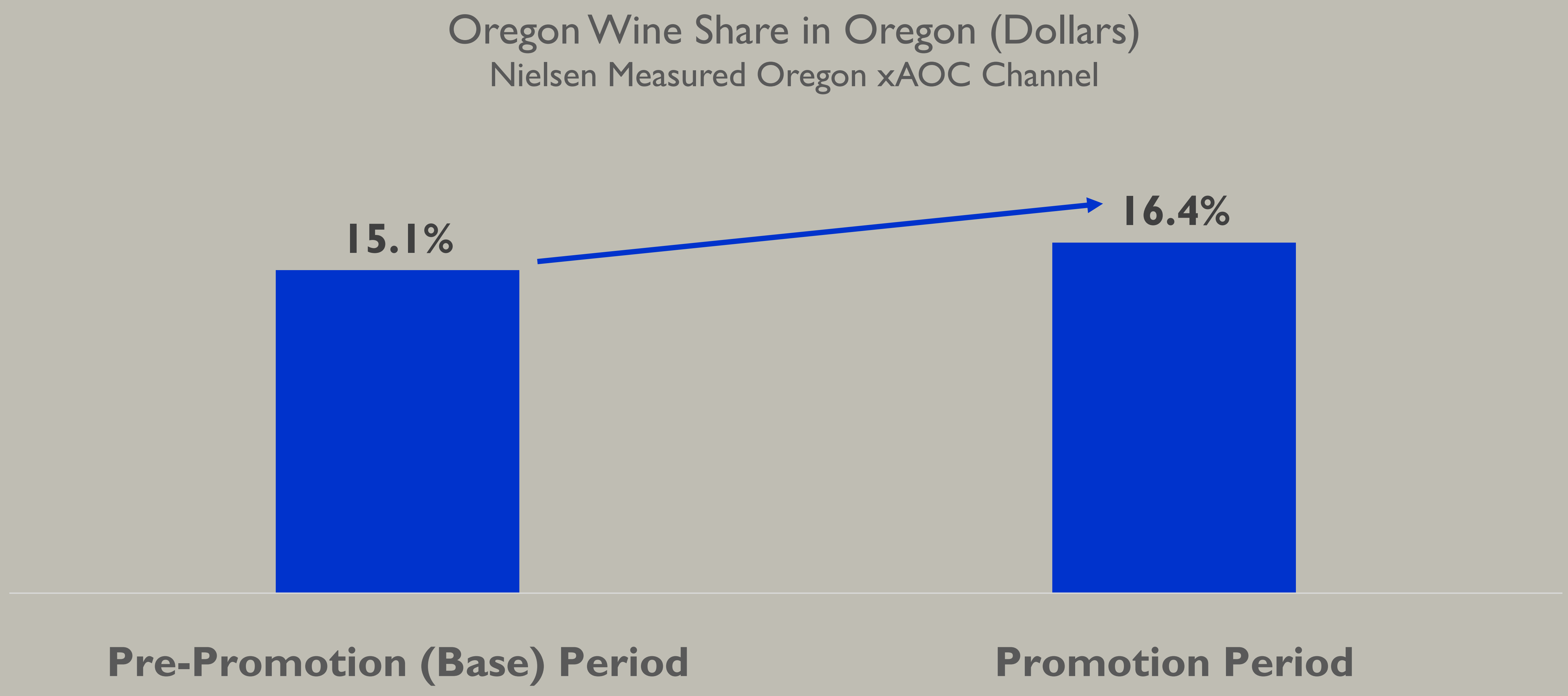
Haggen Northwest Fresh +19%



NielsenIQ

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

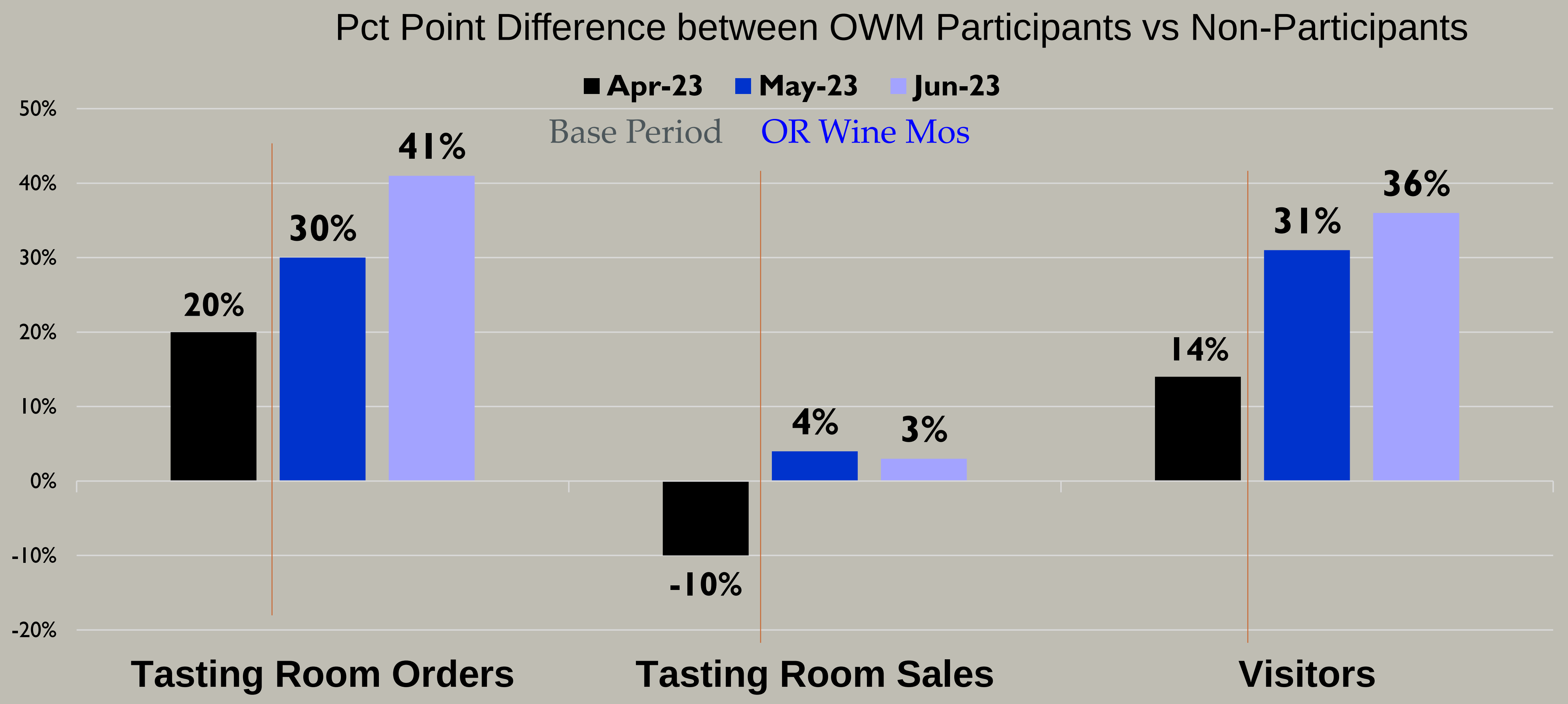


NielsenIQ

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

or.

Oregon wine month participants have better results in their tasting rooms

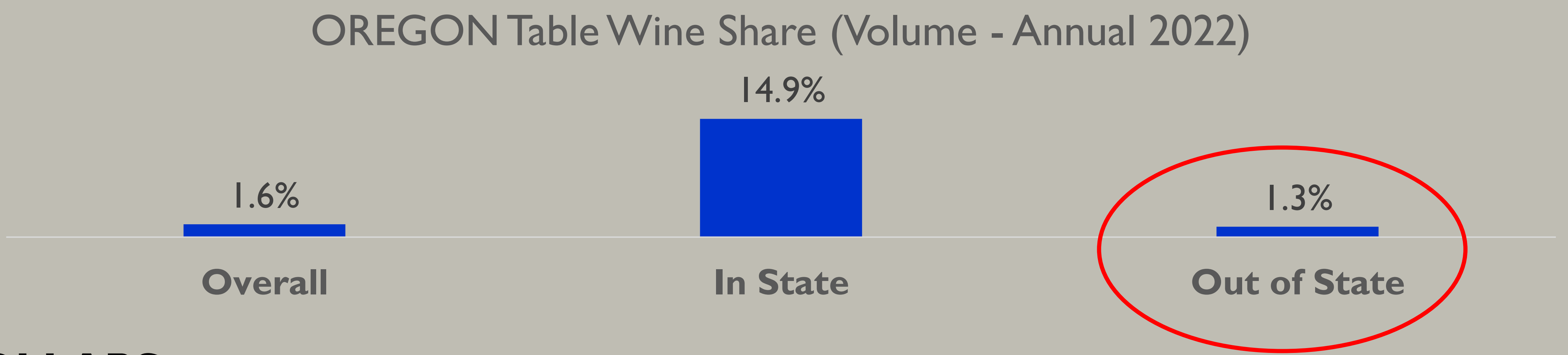


CommunityBenchmark

or.

Expanding Brand Oregon

Opportunity to build our share beyond Oregon



DOLLARS

% of $ Sales	In State (%)	Out of State (%)
Retail Off Premise	16%	84%
DtC Shipments	40%	60%

Oregon $ Share	In State (%)	Out of State (%)
Retail Off Premise	16%	2%
DtC Shipments	70%	4%

WINE BUSINESS ANALYTICS SOVOS ShipCompliant

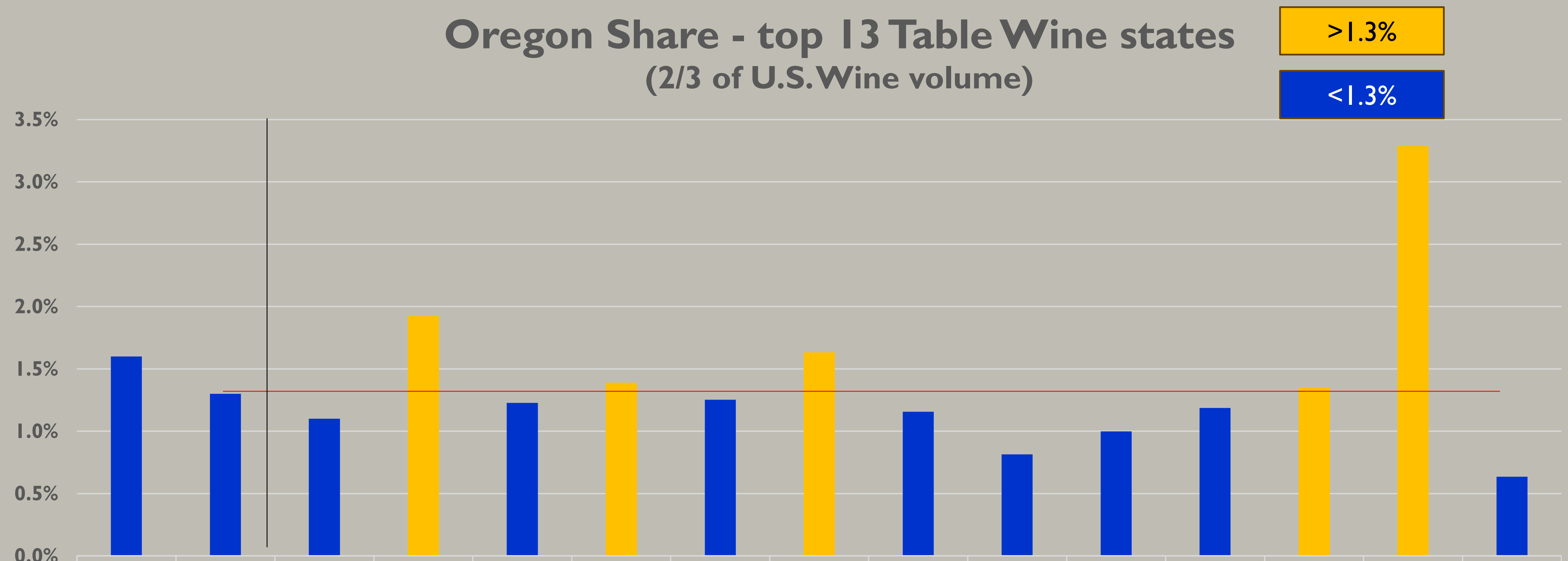
NielsenIQ Retail Off Premise Measured Channels
xAOC Channel (52 w/e July 15, 2023)

DtC Shipments; 12 mos end June 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)



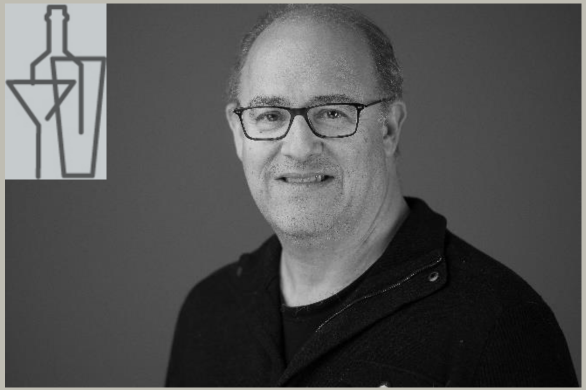
	Total U.S.	Ttl ex OR	California	Florida	New York	Texas	Illinois	North Carolina	Mass	New Jersey	Ohio	Virginia	Georgia	Washington	Michigan
OR Share	1.6%	1.3%	1.1%	1.9%	1.2%	1.4%	1.3%	1.6%	1.2%	0.8%	1.0%	1.2%	1.4%	3.3%	0.6%

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



Brager Beverage Alcohol Consulting

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

Thank you.

Danny Brager
bragerdanny@gmail.com

or.

Prepared August 2023 by

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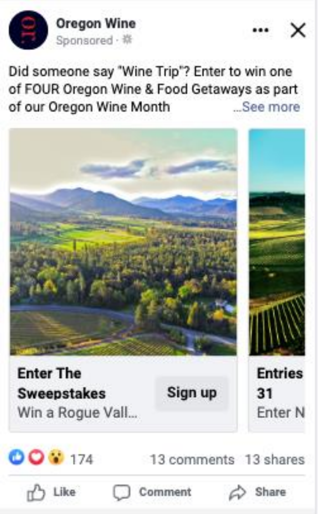
Oregon Wine Board
Paid Digital Advertising Recap

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

TOTAL	Impressions	Link Clicks	Touring Guide Orders/DLs	Email signups	% of total site traffic	Total Spend
	2.8M	44.5K	5.5K	3K	20%	$24.4K

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

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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)

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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

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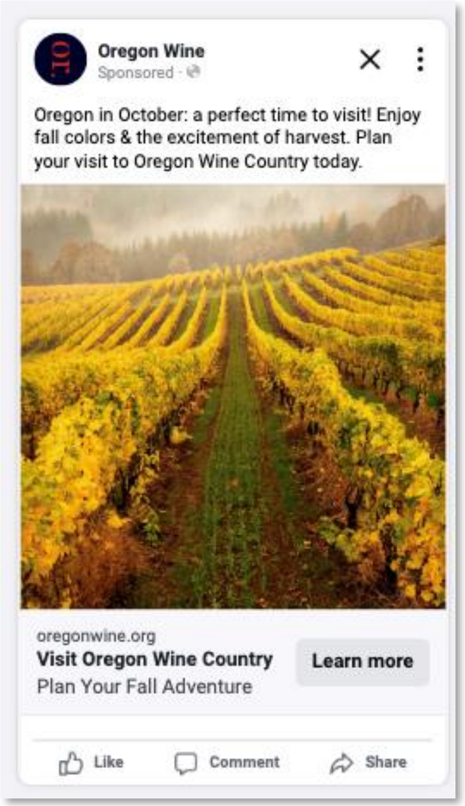
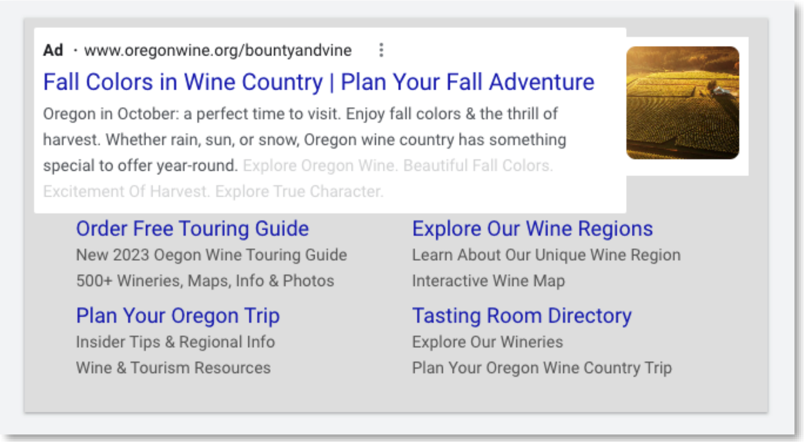
Next Steps

- 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





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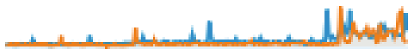
Why Does This Matter?

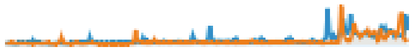
Nov 1 2022 – May 31 2023

vs same period prior year

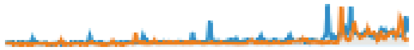
Users
28.93%
88,786 vs 68,866



Sessions
32.13%
118,555 vs 89,725



Pageviews
41.53%
221,715 vs 156,658



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

Default Channel Grouping	Acquisition Users
	28.93% 88,786 vs 68,866
1. Organic Search	
Nov 1, 2022 - May 31, 2023	28,693 (30.68%)
Nov 1, 2021 - May 31, 2022	33,276 (45.90%)
% Change	-13.77%
2. Direct *Includes email*	
Nov 1, 2022 - May 31, 2023	20,531 (21.95%)
Nov 1, 2021 - May 31, 2022	14,330 (19.77%)
% Change	43.27%
3. Paid Search *Google Ads*	
Nov 1, 2022 - May 31, 2023	17,299 (18.50%)
Nov 1, 2021 - May 31, 2022	7,377 (10.18%)
% Change	134.50%
4. Referral *Includes Viral Sweep*	
Nov 1, 2022 - May 31, 2023	14,591 (15.60%)
Nov 1, 2021 - May 31, 2022	9,381 (12.94%)
% Change	55.54%
5. (Other) *FB/IG Ads, TO social ads*	
Nov 1, 2022 - May 31, 2023	7,050 (7.54%)
Nov 1, 2021 - May 31, 2022	26 (0.04%)

Why Advertising?

OREGON WINE BOARD

OWB MARKETING & COMMUNICATIONS STRATEGIC PLAN

MISSION

The Oregon Wine Board operates for the "purpose of supporting enological, viticultural and economic research to develop sustainable business practices for wine grape growing and wine making within Oregon and supporting the promotion of Oregon's wine grape growing and wine making industries."

VISION

OWB's Marketing & Communications program will cement Oregon as an essential selection for fine wine enthusiasts and professionals worldwide by championing demand-led growth for the long-term viability of Oregon's wine industry

STRATEGIC PILLARS

BRAND EQUITY	MARKET EXPANSION	WINE TOURISM	INSIGHTS & INTEGRATION
Elevate the esteem of the Oregon Wine brand globally	Build multi-tier trade demand to generate growth opportunities	Champion high value, engaged and sustainable wine tourism statewide	Enrich industry intelligence, dialogue and alignment

SUCCESS REQUIREMENTS

INDUSTRY EDUCATION: Offer educational programs that equip wineries to maximize OWB MarComm efforts for their businesses
STRATEGIC PARTNERSHIPS: Clarify roles and facilitate alignment to maximize efforts throughout Oregon's wine and tourism ecosystem
METRICS OF SUCCESS: Track, measure and report on key metrics to show progress and inform annual planning

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)*

Facebook followers
23,581

Instagram followers
11,416

New Facebook followers
1,280 ↑ 33.9%

New Instagram followers
2,772 --

Facebook reach
388,860 ↑ 100.5%

Instagram reach
204,628 ↑ 148.5%

Paid reach
494,409 ↑ 262.6%

- 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

Prepared August 2023 by
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Thank You!

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

Thanks.