



## GET INVOLVED WITH OREGON WINE MONTH 2021

### JOIN US IN CELEBRATING OREGON WINE MONTH – MAY, 2021

- Our annual celebration of Oregon wine is an opportunity for successful sales, highlighting producers and the unique, award winning wines from our region.
- Partner with Oregon brands for special programming and featured wines.
- Oregon Wine is a growing category, offering a proven sales history and above average margins. Our region has some of the fastest growing and most sought-after SKUs representing quality, sustainability and value.

### HOW CAN YOU PARTICIPATE?

- Opportunities for participation include:
  - Put together a package with selections from your favorite Oregon producers.
  - Create special pricing for larger retailers including local chains and eCommerce partners.
  - Local wine shops focus on Oregon for featured wines of the month and/or wine club selections.
  - Create flights for restaurant menus or special BTG wines for wine lists.
  - Restaurant and retailer partnerships for special events including wine and menu pairings.



### HOW CAN WE SUPPORT YOU?

- Oregon Wine Month toolkit featuring everything from POS to collateral images to social media and access to educational tools. Go in deep with all things Oregon wine!
- Virtual, producer hosted trainings for sales teams, staff to help sell Oregon wines.
- Wine education master classes with winemakers/owners for sales teams, retail & restaurant partners and consumers.
- Oregon wineries teaming up to co-sponsor education events and special programming.