



## KEY PROGRAMS 2018

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### PROMOTION & MARKETING *Increase Renown of Monterey Wine Grapes, Wines, & Wine Country*

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#### MCVGA Restaurant Program

Expand the presence of Monterey wines on local restaurants' wine lists, particularly by-the-glass

- Local Trade Tasting - early March
- Monterey Wine Restaurant Acknowledgement
  - Ongoing promotion of restaurants with above 25% Monterey wines on lists

#### Tasting Room Program

Increase tasting room traffic and leverage brand alliance potential of 4.2 million local tourists

- Concierge and wait staff familiarity/educational trips and weekly newsletters
- Publicity, media pitches, and media tours
- Consumer engagement activities:
  - Interactive online maps and tasting room listing
  - Tasting room brochures
  - Promotion of individual tasting room activities
  - Personalized services to help visitors arrange tours

#### Consumer Events

Create MCVGA events and participate in other brand aligned signature events

- The streets of Carmel-by-the-Sea will once again be closed for the 26<sup>th</sup> Annual Monterey Winemakers' Celebration, Saturday, May 5<sup>th</sup> from 12-4 (moving back to Saturday)
- Introduction of several new smaller consumer events: Magical Mystery Monterey Tours, Rosé by the Bay, Chardonnay by the Bay, Pinot Noir en La Playa, and Grapes & Hops
- Partnership events with Salinas Ag Tech Summit and Carmel International Film Festival.

#### Monterey Road Show - Consumer, Trade & Media

Monterey goes on the road in national and regional pop-up events

- *Nationally:*
  - *Specialty Crop Block Grant:* Key market campaign to increase awareness and drive sales of CA Chardonnay to millennials with help from our strawberry growing partners
    - Digital marketing campaign
    - In-store marketing programs in five cities (Chicago, Houston, Austin, San Diego, and LA)
    - In-market media launch events
    - Buyer and media/blogger educational visits
  - *Monterey Road Show*
    - Continue to partner with the Monterey County Convention & Visitors Bureau to present Monterey wines and restaurants in key market cities throughout the country
- *Regionally:*
  - Trade/Media shows in Bay Area and Los Angeles
  - Other regional priority areas include Silicon Valley/San Jose, Sacramento, the Central Valley, and San Diego - identifying and responding to opportunities

## Media Relations

The MCVGA is considered the voice of the local wine industry, promoting both the county in its entirety and our sub-AVA's. We maintain relationships with journalists and regularly share ideas, content, and updates. We also coordinate visits, tours, and interviews. Our organization has unique media relationships that allow ongoing promotion of Monterey Wine County as well as opportunities for individual members' voices to be heard, including columns in local print and digital newspapers, weekly features, and regular radio spots (KRML).

## Website

As a primary platform, montereywines.org is viewed by 300,000 visitors each year and sends more than 14,000 visitors to member winery websites each month. Along with a robust social media strategy, we promote our members through every avenue.

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## INDUSTRY SUPPORT *Vintners & Growers Best Practices*

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### Getting Together

Engage members and provide opportunities to network and learn from each other.

- Annual Members Business Meeting and Luncheon: Friday, February 2
- Annual Members BBQ: July 13 (Silicon Valley Bank will be presenting)

### Educational Activities

Provide seminars and forums for peer-to-peer dialog.

- Winemakers Varietal Tastings
- Growers Workshops and Happy Hours
- Tasting Room Managers Gatherings
- Monterey Wine Camp: A series of wine education classes for interested members' staff
- Monterey Wines Certification Program
  - Sommelier Certification with The Court of Master Sommeliers

### Monterey Wine Country Leadership

MCVGA Board and Committee Members guide the direction of the organization. Please get involved. We have a role for anyone with interest and ideas.

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## POLICY *Advocate for Policies Friendly to Vintners & Growers*

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**Protecting Monterey Wine Country and its Brand** is critical to achieving the vision of Monterey County and the sub-AVA's being recognized as premier winegrowing regions in the world. This produces a financial benefit for all Monterey wine grape growers and wine producers. We protect the brand as well as the land and community behind the name. This includes working with those who wish to utilize the Monterey wine industry to further their interests, ensuring our integrity is retained while also being mutually beneficial.

The MCVGA is the **Unified Voice of the Monterey Wine Industry** and in this role, champions and supports a policy environment where the local wine industry can thrive. We do this by educating and connecting members with public policy leaders and decision-makers and actively advocating for the MCVGA Policy Platform. We also have a direct relationship with all local Supervisors as well as our state Legislators. We strive to increase public understanding of the Monterey wine industry and its important role in the local and state economy and culture.