



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

WINE COUNTRY MARKETING COMMITTEE March 2, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9 a.m. on Monday, March 2, 2020 at the Lodi Winegrape Commission Conference Room.

The meeting was called to order at 9:00 a.m.

In attendance were committee members Steve Felton, Jon Bjork, Jorja Lerner, Todd Maley, Susan Tipton, Tanya McMahon, Dave Phillips and Dan Panella. A quorum was established.

Others present were Denise Gage (m2 Wines), Nina Schatz (Peltier Winery), and Robin Black (Acquiesce Winery & Vineyards).

Staff present: Stuart Spencer, Jenny Heitman, Katie Crippen and Sherri Cascaden.

Meeting minutes from the January 6, 2020 meeting were reviewed and approved. Felton/Bjork carried.

PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No comments.

BRAND LODI

Staff reported that the unveil of the new brand campaign at Hutchins Street Square on January 23, 2020 went well. The updated Wine Trail map was distributed at the event as well as items for the growers (hats, truck decals, reusable bags, pop-sockets and Lodi Wine buttons). Staff members, Jenny Heitman and Katie Crippen are working on media placements. Heitman reported that much of the media placements would be digital. The Lodi Wine & Visitor will be receiving new signage displaying the new brand logo as well as a mural that will be placed behind the tasting room bar.

2019/2020 SCHEDULED WINERY ROAD SHOWS

Rancho Mirage Wine & Food Festival (February 28 & 29, 2020)

The following wineries participated in the most recent Road Show, the Rancho Mirage Wine & Food Festival: Ironstone Vineyards, Jessie's Grove Winery, Klinker Brick Winery, Maley, Markus Wine Co., Michael David Winery, Oak Farm Vineyards, Oak Ridge Winery, Prie Winery & St. Amant Winery. Staff member, Sherri Cascaden, attended the event and set-up the new Lodi Wine brand items. Those items were: feather flags, table-top signage, Lodi Wine buttons, Wine Trail Maps, Lodi Wine sunglasses and reusable bags. Participating wineries thought the event was well attended and many wineries were

able to secure wine club sign ups. Wineries such as Jessie's Grove and Rescue Dog Wines were selling wine to be shipped later. The committee decided that this event would be put on the Road Show calendar for 2021.

Minnesota Food & Wine Experience (March 7 & 8, 2020)

The Minnesota Food & Wine Experience is on March 7 & 8, 2020 at Target Field. The following six wineries will be attending the event: Klinker Brick Winery, LangeTwins Vineyards & Winery, Michael David Winery, Oak Farm Vineyards, Oak Ridge Winery and Peltier Winery. A Commission staff member will not be attending but Chad Joseph, winemaker at several Lodi wineries, will be hosting the Lodi Wine seminar titled, "The 100 Varieties of Lodi". Seminar attendees will be consumers. The maximum number of seminar attendees is 75. Lodi Wine has received an ad in the Minnesota Monthly, 2 posts on social media, 6 additional passes to the event and the seminar for the sponsorship fee of \$4,300.

Dress Up Wine Down, Sacramento (May 9, 2020)

The Dress Up Wine Down event is scheduled for May 9, 2020 from 6:00pm – 8:00pm. Teo Torres has been secured as the emcee and staff member, Sherri Cascaden, has had several meetings with event producer, Sean Rooney of The Handle District. The following wineries are scheduled to participate at the 2020 Dress Up Wine Down event: Acquiesce Winery & Vineyards, Drava Wines, Heritage Oak Winery, Jessie's Grove Winery, Klinker Brick Winery, Nostra Vita Family Winery, Oak Farm Vineyards, Prie & Rescue Dog Wines.

CA Wine Festival – Santa Barbara (May 9, 2020)

The Winery Marketing committee will decide on whether to include the CA Wine Festival on the 2020 Road Show calendar of events. The event dates are Friday, July 17 (Sunset Rare & Reserve Tasting) from 6:30pm – 9:00pm and Saturday, July 18 (Grand Tasting) at Chase Palm Park Oceanside from Noon – 4:00pm. The cost to participate is \$250 per winery. Wineries that verbally committed to participate are: Klinker Brick Winery, Macchia and Oak Farm Vineyards. The committee asked for staff member, Sherri Cascaden, to send the opportunity in the next winery email and see if there is interest from the winery community. If more than five wineries express interest, the event can be added to the 2020 Road Show calendar of events.

Breckenridge Wine Classic (September 17-19, 2020)

Six spots for the Breckenridge Wine Classic have been reserved for Lodi wineries. The cost per winery is \$275. Wineries do not need a distributor to participate. The opportunity to participate has not been sent in a winery email but the opportunity will be emailed in the next two weeks. The following wineries are scheduled to participate as of March 2, 2020: Klinker Brick Winery and Michael David Winery.

Las Vegas Food & Wine Classic (October 2-3, 2020)

The 2020 Las Vegas Food & Wine Classic will be held October 2-3, 2020 from 8:00pm – midnight (both nights). The cost per winery is \$440. Eight spots for Lodi wineries have been reserved. All eight brands and Lodi Wine will receive recognition for participating. The event will provide each winery with a liquor license for both days, 1 table, 1 linen, dump bucket, ice, health department permit and required equipment. As of March 2, 2020, the following wineries are scheduled to participate: Klinker Brick Winery, Oak Farm Vineyards and Prie Winery.

Northwest Food & Wine Festival (November 14, 2020)

Eight spots for the Northwest Food & Wine Festival have been reserved. The event will be held November 14, 2020 from 4:00pm – 8:00pm at the Oregon Convention Center, Exhibit Hall E. As of March 2, 2020, the following wineries are scheduled to participate: Acquiesce Winery & Vineyards, Heritage Oak Winery, Klinker Brick Winery, Prie Winery and Three Finger Jack.

San Diego Bay Food & Wine Festival (November 13 & 14, 2020)

Eight spots for the San Diego Bay Food & Wine Festival have been reserved. The event will be held November 13, 2020 at the InterContinental San Diego from 4:00pm – 7:00pm and on November 14, 2020 at the Embarcadero Marina Park North from 11:00am – 3:00pm. The following wineries are scheduled to participate: Klinker Brick Winery, Mettler Family Vineyards, Michael David Winery, Oak Farm Vineyards and Rescue Dog Wines.

Updates on shows that were/are being considered for 2020:

Aspen Food & Wine Festival (June 19-21, 2020) – No update was reported on the Aspen Food & Wine Festival.

Stockton Heat Opportunity (February 29, 2020)

The following wineries participated in the Stockton Heat tasting on February 29, 2020 from 4:00pm - 6:00pm: Bokisch Vineyards, Consumnes River Farms, Drava Wines, Ironstone Vineyards, Jeremy Wine Co, Lodi Vintner's, LVVR Sparkling Cellars, Mettler Family Vineyards, Prie Winery & Scotto's Wine & Cider. Commission staff reported that the tasting portion of the event went well, it was well attended, the wineries seemed happy. Go Vino's with the Lodi Wine logo were distributed to those participating in the tasting. Executive Director, Stuart Spencer, reported that many guests did not know that they could enjoy the tasting portion of the event while with their children. Spencer also reported that if the Winery Marketing committee decides to partner with the Stockton Heat in the future, it would be nice for vintner's and growers to all sit together during the game.

LODI WINE & CHOCOLATE 2020

The following changes were made to the Lodi Wine & Chocolate event for the year 2020: A Sunday only ticket was sold to spread out the audience, the Friday Dinner Experiences were added to allow people more opportunity to see wineries and stay longer, the San Francisco Chocolate Factory sponsored the event, a new website was created, and physical tickets were not sold. All ticket purchasing was done on Eventbrite. Wineries were asked to download the Eventbrite app and scan guests as they checked-in to the event. The event happened February 8 & 9, 2020. In attendance were 4,652 guests. 4,412 tickets were sold. 240 tickets were comped for wineries, past volunteers and to community partners in need of donations. Guests traveled from 16 states and 134 cities to attend the Lodi Wine & Chocolate event. When polled, 40% of guests said this was their first time attending the event. 28-30% of guests said they attended Saturday only. 30% of guests said they attended Sunday only and 40-42% of guests said they visited both days. Consumer & winery feedback was given to the committee to read. As usual, comments were both negative and positive by wineries and consumers. Staff relayed that guests said it seemed easier to buy products at the event from vendors rather than the wine itself. Wine purchases seemed like an afterthought at many of the wineries. A couple of wineries have said they would most likely not participate in 2021. Most of the wineries said they would participate again.

The Winery Marketing Committee discussed allowing wineries to have an opt out fee from the event. The amount would be \$1,000 - \$1,500. Participating in the Lodi Wine & Chocolate event is essential to

the Winery Marketing Committee budget. The dollars from the event are spent on marketing, directional signs, design and printing of the Lodi Wine Trail Maps, advertising dollars for the event itself, Road Show sponsorship fees, etc. Without the money earned from the Lodi Wine & Chocolate event, the Commission would not be able to furnish the wineries the many opportunities that they have. The discussion on an opt-out fee has been tabled and this item will appear on future agendas for the Winery Marketing Committee.

The 2021 Lodi Wine & Chocolate event will be held, February 12-14, 2021. This is Valentine's Day and President's Day weekend. February 7th is Superbowl weekend and that weekend would not be an opportune time to host the Lodi Wine & Chocolate event.

LODI ROW X ROW FESTIVAL 2020

Staff reported that the ZinFest event has been renamed, The Lodi Row x Row Festival 2020. The Commission and California Wine Education Foundation (CWEF) committee worked with Honey Agency out of Sacramento to help with the rebrand of the event. The CWEF committee felt that event needed a new trajectory and that the event needed to align with the branding of Lodi Wine & The Lodi Wine & Chocolate event. As this is a transition year, the Commission will need help promoting the event and making sure consumers receive the correct message regarding the rebranding. Staff also reported that many consumers come to Lodi to experience meeting winemakers and winery owners. It is encouraged for wineries pouring at the Lodi Row x Row festival to not allocate the pouring task only to tasting room staff. Vintners, growers and winemakers should be meeting consumers and helping to pour wine if possible. New this year, event hours will be from 11:00am – 3:00pm. The event dates are May 15-16, 2020. Lanyards will be printed for VIP's and each VIP will receive a complimentary glass of wine at the Wine by the Glass station. Different colored wristbands will be given to VIP's so that VIP's can taste an individual wineries special offering throughout the day rather than just the first hour as in 2019. Vintner's Grille dinner tickets will only be sold through Eventbrite for the 2020 festival. A new website, lodirowxrow.com will be new this year as well. Tickets go on sale, March 3, 2020.

2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending January 2020 was presented. To date, contribution income is at 67% (\$53,613). A reminder letter to pay contributions will be mailed to wineries that have not paid their contributions. Advertising Design is overbudget due to the refresh of the Lodi Wine & Chocolate website.

REPORTS FROM OTHER COMMITTEES

Stuart reported that:

- 1) The next Grower Marketing meeting will be held, Friday, March 20, 2020 at 10:30am. A series titled, "The Modern Farmer Series" will be discussed. This series will be educational and show Lodi grape growers how to story tell, market themselves and their grapes and how to meet with the right people to try and get the best price for grapes. Field trips for growers to other AVA's will also be part of the series.
- 2) The partnership between the Lodi Winegrape Commission and Elaine Brown to host, "Masterclasses" continues. Brown is a prolific speaker and a supporter of the Lodi region. A "Masterclass" will be held on Monday, March 9, 2020. Stuart will be part of the class and speak on the Lodi Wine Region. A San Francisco "Masterclass" will be hosted in San Francisco towards the latter part of March.
- 3) On April 20, 2020, the CA Wine Institute's Export Committee will meet. Wineries interested in exporting are encouraged to join the CA Wine Institute program and to attend these meetings.

PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

- 1) At this time of year, Nancy Beckman promotes the Lodi region by going to numerous trade shows. Beckman reported that feedback regarding the look and feel of the new Lodi Wine Trail map has been positive.
- 2) Tom Hoffman would like to encourage wineries to participate in the Celebrate Rose event on June 13 & 14, 2020. The Celebrate Petite Sirah! event was a success and Hoffman believes that the Celebrate Rose event will have the same level of success. The cost to participate is \$100 per winery and the fees will go towards promotion and printing costs. Hoffman would like to have responses from Lodi wineries by March 24, 2020. Executive Director, Stuart Spencer shared with the committee that the Winery Marketing Committee will be providing back support and infrastructure for the event. As the Lodi Association of Wineries (LAW) cannot financially support events, the Winery Marketing Committee will collect the winery participation fees and use that money to pay for the costs of the Celebrate Rose event.

AGENDA ITEMS FOR FUTURE MEETINGS

Opt-out fees for the Lodi Wine & Chocolate should be added to future agendas of the Winery Marketing Committee.

SET NEXT MEETING DATE

The next meeting will be at 9 a.m. on Monday, April 13 at the Lodi Winegrape Commission conference room.

ADJOURN

The meeting was adjourned at 10:35 a.m.