



GROWER MARKETING COMMITTEE
MEETING NOTES
July 19, 2022

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00 noon on Tuesday, July 19, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:23pm.

Roll was called. Committee members Joan Kautz, Jaclynn Stokes, Colton Machado, and Aaron Shinn along with staff Stuart Spencer, Jenny Heitman, and Katie Crippen were in attendance.

A quorum was not established.

Minutes from the May 3, 2022, meeting (Exhibit A) were not approved due to lack of quorum.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Grower Video Series (2021-2023) – Staff has been working with Rindal & Co. and videographer Mitch Tobias on our new video series. The series will be called “A Rising Tide” and will illustrate the notion that Lodi is, above all, a community dedicated to the belief that a rising tide lifts all boats. B-roll filming and grower interviews took place in April. Additional filming is scheduled for the end of this month, May 22 through 27.

FY 2022-23 Marketing Plan & Partners – Staff presented the committee with a recommendation on advertising partners for FY 2022-23 (Exhibit B). A total of 11 partners was considered including Wine Enthusiast, VinePair, Punch, FOOD & WINE/Travel + Leisure, SevenFifty, Imbibe, Wine Business Monthly, Wine Spectator, Robb Report, USA Today, and Pix Wine. Staff will consider the committee’s feedback as they negotiate with prospective partners.

Public Relations

Staff provided an overview of ongoing and future public relations activities.



PR Recap, January – June 2022 – The committee reviewed PR initiatives from January through June 2022 (Exhibit C). Initiatives included media visits from Betsy Andrews (November 2021), Alissa Fitzgerald (January 2022), and Eve Bushman (May 2022) along with media pitches for LODI RULES for Earth Month (April 2022) and Lodi AVAs (June 2022). Initiatives also included an immersive media trip for 10 US-based sommeliers in partnership with SommFoundation.

Wine Institute Export Program Annual Meeting (July 21, 2022) – Wine Institute will be hosting their Annual Export Program meeting at Wine & Roses on July 21. At this meeting, WI will present insights, strategies, and current and upcoming programs for their regions. The meeting is open to export program participants and non-participants. Staff has notified Lodi wineries of the meeting.

TEXSOM Lodi Wine Seminar & Luncheon (August 28-30, 2022) – We are contracting with wine educator Elaine Brown to host a Lodi wines-exclusive seminar and luncheon at the Texas Sommelier Conference (TEXSOM) on Monday, August 29. We will also host a Lodi Wine table during the evening's trade tasting and exhibition. Katie Calhoun and Katina Bush of Calhoun & Company will attend and provide support.

Wine Influencer Media Tour (September 18-21, 2022) – In September, the Commission will host a group of six social media wine influencers for an in-person tour of the region. Staff is working with Calhoun & Company to identify attendees.

American Wine Society National Wine Conference, Seattle (October 27-29, 2022) – Stuart Spencer will host two wine seminars and one luncheon at AWS conference at the end of October.

FY 2021-22 Budget Review

The committee members did not review a budget.

Reports from Other Committees

There were no reports from other committees.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be scheduled to follow the harvest season.

Adjourn

The meeting adjourned at 2:00pm.

Respectfully submitted,

Joan Kautz, Committee Chair



LODI WINE

**WINEGRAPE
COMMISSION**

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).



GROWER MARKETING COMMITTEE
MEETING MINUTES
May 3, 2022

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00 noon on Tuesday, May 3, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:19pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Jacylyn Stokes, Mitch Spaletta, Colton Machado, Garret Schaefer, and Aaron Shinn along with staff Stuart Spencer and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the February 23, 2021, meeting (Exhibit A) were approved.
Stokes/Schaefer – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Grower Video Series (2021-2022) – We have partnered with Rindal & Co. to produce a series of videos which will highlight Lodi growers as well as the region. Two full days of filming as well as an additional two full days of interviews of Lodi winegrowers have already taken place, April 13 and 14 and April 25 and 26. Additional filming is scheduled for May 22 through 27.

Spring Campaign with Wine Enthusiast – Staff is working with Wine Enthusiast on a sweepstakes for a single grand prize winner to visit Lodi for three days, two nights. The sweepstakes will begin in the coming weeks and will be supported by digital and social advertising.

FY 2022-23 Marketing Plan & Partners – Staff is working on a comprehensive marketing plan for FY 2022-23. Staff will make a recommendation on advertising partners to the committee at the next meeting.

Public Relations

Staff provided an overview of ongoing and future public relations activities.



Japan & Korea Lodi Wine Virtual Masterclass (March 2-9, 2022) – We hosted a series of virtual masterclasses in Seoul (Korea), Osaka (Japan), and Tokyo (Japan). The classes were coordinated by California Wine Export Program and were held in conjunction with in-person trade tastings. Lodi wine samples were provided to class attendees.

Media Training for Winemakers and Growers (March 29, 2022) – We hosted a media training workshop for winemakers and growers. The goal was to better prepare those in leadership positions to interact with members of the media or trade. Approximately 30 people attended.

CA Wine Export, Mexico Sommeliers Lodi Tour (April 3 & 4, 2022) – We hosted a group of 11 sommeliers from Mexico as part of a California Wine Tour sponsored by California Wine Export Program. The 1.5-day tour included dinner and a Lodi wine masterclass, vineyard, and winery visits the following day.

SommFoundation Lodi Immersion Tour (April 18-21, 2022) – We partnered with SommFoundation to host a comprehensive tour of the Lodi wine region for 10 wine professionals from California (2), Colorado, Illinois, Nevada, Oklahoma (3), and New York (2). These trips are highly effective at building relationships and awareness of Lodi wine.

Eastern European Import Group (April 26 & 27, 2022) – We hosted a delegation of Eastern European wine importers for a 1.5-day tour. The trip was sponsored by California Wine Export program.

New York Media Visits (April 25-28, 2022) – Stuart Spencer and Aaron Shinn traveled to New York during the final week in April to meet with several members of the wine media. Katie Calhoun from Calhoun & Company accompanied Stuart and Aaron. The goal of the visits is to provide education and updates on the region as well as to establish and/or bolster relationships.

Influencer Immersion Tour (fall 2022) – We will be hosting another wine influencer tour in the fall of 2022. Staff will work with Calhoun & Company to identify attendees.

FY 2021-22 Budget Review

The committee reviewed the budget as of May 2022. Expenditures to date are currently 71%. Advertising is currently at 51% and will not be fully utilized in 2020-21.

FY 2022-23 Budget Request

The committee reviewed the budget request for FY 2022-23. Increases were projected for Graphic Design, Promotional Sponsorship, Trade Shows (Unified), and Travel. Decreases were made to line items of Advertising, PR Supplies, Office Supplies, and LWC Meeting Expenses. A motion was made to recommend a budget of \$741,500 to the Executive Committee. Shinn/Gillespie – carried. All were in favor.



Reports from Other Committees

Research, Education & Communications Committee

Mealybug & Virus Outreach Meeting (April 7, 2022) – Lodi’s Mealybug Biocontrol & Grapevine Virus Research Focus Groups hosted a mealybug and virus outreach meeting and lunch on April 7 at the Cabral Ag Center in Stockton.

Modern Farmer Series: Sales Workshop for Growers (March 22, 2022) – The committee contracted with Dale Carnegie of San Joaquin Valley to provide a workshop for growers focused on sales techniques coupled with people skills from Dale Carnegie’s book, *How to Win Friends and Influence People*.

Educational Happy Hour: Bringing the Vineyard into the Tasting Room (May 11, 2022) – The committee is hosting an educational “happy hour” for winery proprietors and tasting room employees at the Lodi Wine Visitor Center at 5:00pm. Attendees will learn about viticulture from Lodi winegrowers and leave with grapevine knowledge to share that is interesting to tasting room guests.

Winegrape Quality Workshop (May 17, 2022) – The committee is hosting a workshop for both winegrowers and winemakers focused on identifying quality metrics in berries in the vineyard as well as in wine in the bottle.

Winery Marketing Committee

Lodi Winery Strategic Planning / Funding Model Options – The committee is currently exploring the formation of a business improvement district (BID) as one option of sustainable funding for the Winery Marketing Committee. The group is waiting for approval to obtain sales tax data from both Sacramento and San Joaquin counties to conduct a feasibility study.

Lodi Wine & Chocolate Post-Event (February 4-6, 2022) – The 2022 event was successful in generating a net profit of \$124,000. Event expenses including graphic design, advertising, and supplies (chocolate, wine glasses, etc.) totaled approximately \$74,000. The committee will host the 2023 event February 3 through 5.

Signature Event (2023) – The committee has discussed hosting a signature event in 2023.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Agenda Items for Future Meetings

Staff will add “FY 2022-23 Marketing Plan & Partners” to the next agenda.

Set Next Meeting Date



The next meeting of the Grower Marketing Committee is scheduled for Tuesday, July 19, at 12:00pm.

Adjourn

The meeting adjourned at 2:01pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).



LODI WINE

**WINEGRAPE
COMMISSION**

2022-23 MARKETING PLAN

STRATEGIC PLATFORM

BRAND FOUNDATION



ESSENCE *(our intangible core characteristic)*

Rebirth

revival, renaissance, renewal, regeneration, new beginning

POSITION *(how we are perceived)*

From innovation to environmental stewardship to sheer number of winegrape varieties grown, we are the most dynamic, generational wine region in California.

BIG IDEA *(our point of difference)*

Convergence of People & Place. The People (growers, vintners, community) + The Place (natural elements, terroir, geographic location) = The Perfect Spot for winegrowing and winemaking

CORE VALUES *(what we stand for)*

Unity, Heritage, Sustainable, Innovation, Leadership

CHARACTER *(recognizable traits)*

Leader, passionate, innovative, friendly, proud, generational, inclusive, genuine

STRATEGIC PLATFORM

TARGET AUDIENCES



INDUSTRY

Winegrowers, winery proprietors, winemakers, grape buyers, winery sales and marketing managers.



TRADE

Brokers, retailers, distributors, importers, restaurateurs, sommeliers, wine educators.



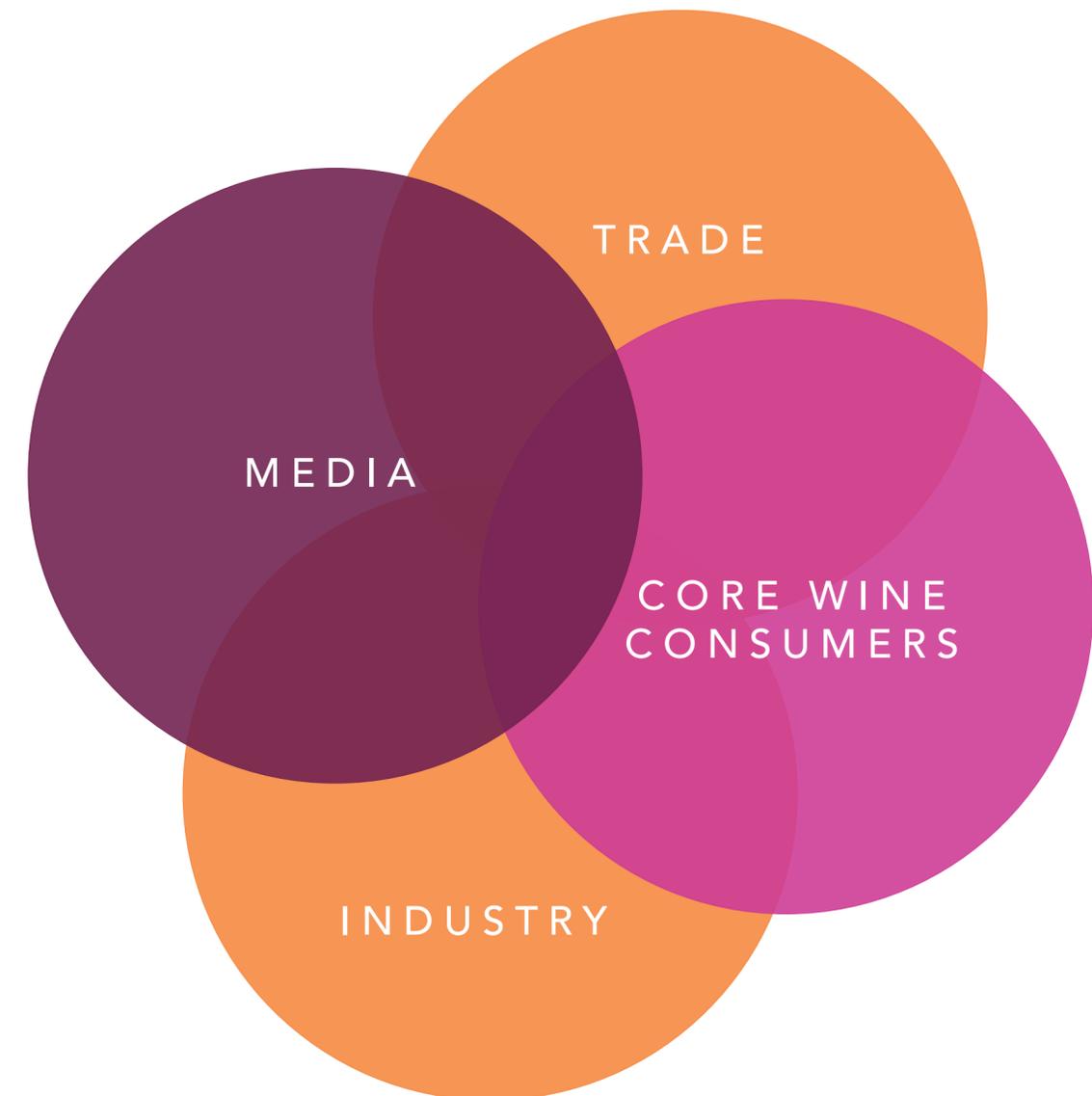
CORE WINE CONSUMERS

Affluent. Cultured. Affinity toward modern food, dining, and travel. Drink wine ≥ 1 time per week.



MEDIA

Journalists, bloggers, reporters, critics, social media influencers.



STRATEGIC PLATFORM

KEY MARKETING GOALS

ELEVATE THE IMAGE AND PERCEPTION OF THE LODI WINEGROWING REGION

EMPOWER

Empower our growers through education and research, providing them the necessary tools and resources to be profitable by farming to their utmost potential.

INFLUENCE

Exert influence over target audience through program elements to position Lodi as authority on innovation, environmental stewardship, and quality winegrapes and wines in order to fuel demand and sales of both.

CONNECT

Powerfully connect our people and products to wine enthusiasts and buyers through conversations and experiences which inspire listeners to engage and purchase.

CREATE GROWTH AND DEMAND FOR LODI GRAPES AND WINE

STRATEGIC PLATFORM

KEY MARKETING OBJECTIVES

1. BOOST AWARENESS AND ENGAGEMENT WHILE INCREASING THE PERCEPTION OF QUALITY FOR LODI GRAPES AND WINES.

Measurements of success:

- Websites Traffic
Visits, time spent, click-throughs, etc.
- Social Buzz, Engagement & Growth
Follows, likes, comments, shares, video views, etc.
- Earned Media
Articles, impressions, distribution, content sharing
- Wine Sales

2. GROW DATABASES OF CORE CONSUMERS, INDUSTRY & TRADE, AND WINE CLUB.

Measurements of success:

- Consumer List Growth
- Trade & Industry List Development & Growth
- Wine Club Growth

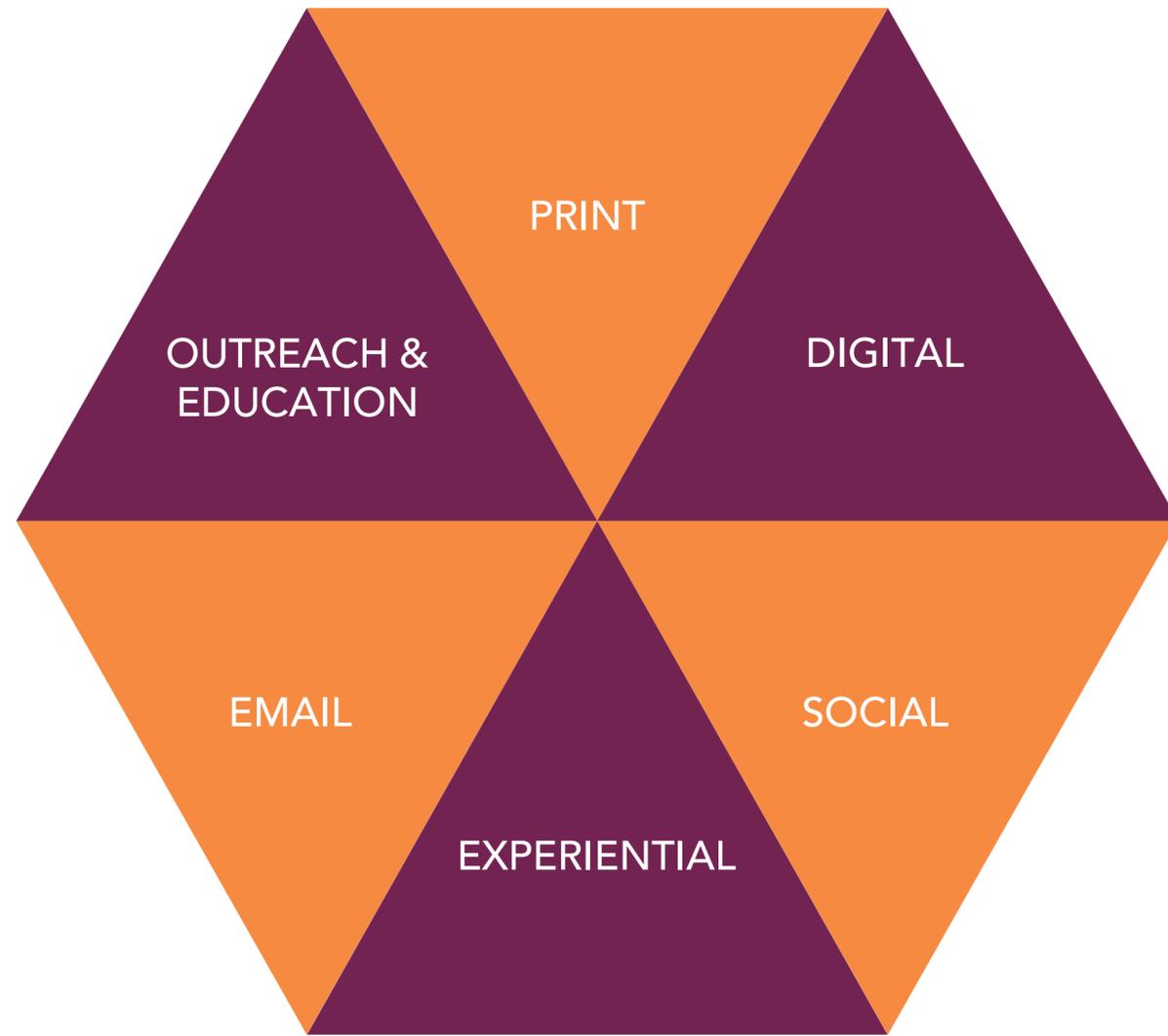
3. INCREASE VISITATION TO LODI WINERIES, VINEYARDS, AND EVENTS BY TARGET AUDIENCES.

Measurements of success:

- Regional Visitation
- Tasting Room Visitation
- Event Ticket Sales

STRATEGIC PLATFORM

KEY PROGRAM COMPONENTS



PRINT

Utilize a combination of publications and direct mailing to build credibility and engagement with target audience.

DIGITAL

Use custom targeting and re-targeting to boost brand awareness, establish credibility, and increase website visits and conversions.

EMAIL

Nurture engaged audience by creating and distributing educational, entertaining, and promotional content.

EXPERIENTIAL

Powerfully connect our products with engaged and new audiences through hands-on events – regional, winery road shows, Visitor Center, wine club.

SOCIAL

Utilize a combination of organic, paid, and influencer-generated content to educate, inspire, and forge emotional connections with target audience.

OUTREACH & EDUCATION

Utilize PR and grower education programs to form relationships with, increase credibility amongst, and drive sales to target audience.

STRATEGIC PLATFORM

INTEGRATED PLANNING MODEL

PAID

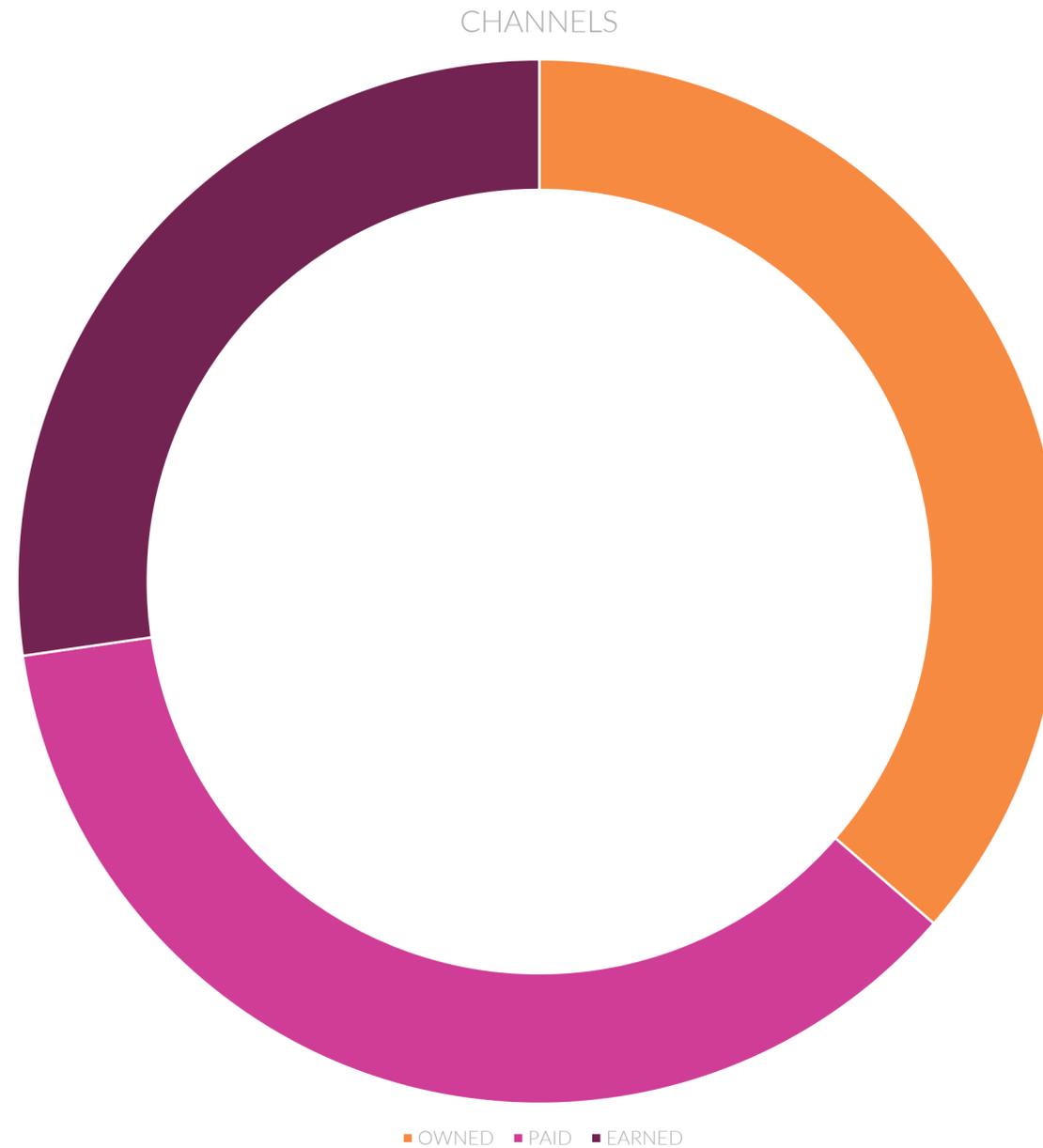
(3rd-party channels we leverage)

- Print & Digital Advertising
- Social Media Advertising
- Festival & Trade Show Sponsorships
- Community & Media Partnerships

EARNED

(target audience becomes the channel)

- Word of Mouth
- Influencer & Social Media Buzz
- Print & Digital Articles
- Impressions/Distribution/Content Sharing



OWNED

(we create & control)

- Websites
- Blogs
- Visitor Center (tasting room, wine club, newsletter)
- E-Newsletters (growers, consumers, industry & trade, media)
- Social Media Channels
- Events (consumer, growers, trade & industry, media)
- PR Activities (media releases, pitches, events & tours)

PARTNERS CONSIDERED

DIGITAL & PRINT

STRATEGY

Establish credibility and awareness within the category by targeting a combination of outlets aimed at core wine and food consumers and trade and industry.

QUALIFIERS

- Audience, market, and content align with brand's targets
- Multi-platform integrations (print, digital, events) & highly targeted networks
- Competitive rates/efficient pricing
- Elevated environment

WINE ENTHUSIAST

- Affluent consumer, media, trade, and industry audience (1.4M) with HHI \$150K, 55/45 male/female, avg. age 44, highly educated, wine/food obsessed, professional
- Print x2, December 31, 2022 (Best of Year), spring 2023 (TBD)
- Digital campaign
- Total Media Cost: \$65,000

VINEPAIR

- Largest digital brand (35M) reaching millennial wine, spirits, and beer consumers and trade (30%), 50/50 male/female, custom content (storytelling) and targeting
- Custom long-form article(s)/Visitation Guide (800-1,000 words), Custom Interactive Feature
- Dedicated & sponsored emails to 225K+ subscribers
- Video promotion across channels
- ROS advertising
- Social promotion
- Total Media Cost: \$50,000 – \$100,000

PUNCH

- Award-winning media brand dedicated to drinks and drinking culture with affluent consumer and trade audience
- Custom Article on Punch with logo and hyperlink plus promotion across Vox Media and partner sites and social; brand advertising surrounding article
- Video series – “A Rising Tide” – distribution on Eater and Thrillist and partner sites
- Total Media Cost: \$100,000

FOOD & WINE

TRAVEL + LEISURE

- Affluent consumer, media, and trade audience (12.3M) with HHI \$350K+, avg. age 45-48, passionate about wine, food, travel, and home
- Custom, interactive content featuring embedded videos – “A Rising Tide”
- Static social carousels on IG Stories
- April 2023: Wine Issue
- Total Media Cost: \$50,000 – \$100,000

PARTNERS CONSIDERED

DIGITAL & PRINT

STRATEGY

Establish credibility and awareness within the category by targeting a combination of outlets aimed at core wine and food consumers and trade and industry.

QUALIFIERS

- Audience, market, and content align with brand's targets
- Multi-platform integrations (print, digital, events) & highly targeted networks
- Competitive rates/efficient pricing
- Elevated environment



- Largest beverage trade audience (300K+), alcohol buyers (120K+). Online marketplace (Provi – B2B e-commerce), magazine (SevenFifty Daily – 80K+), and Beverage Media print (50K+)
- Lodi Regional Guide, SevenFifty Daily, promoted through Marketplace ROS advertising, Buyer and Daily Dispatch e-newsletters, Facebook
- Total Media Cost: \$25,000



- Active influencer audience (wide range from consumers to trade) with HHI (\$100K+), 70/30 male/female, interested in drinking, dining, traveling, entertaining, cooking; 80% drink wine regularly
- Video feature with article and social amplification
- Dedicated e-Newsletter to 90K+
- Total Media Cost: \$25,000

WINE BUSINESS MONTHLY

- Largest market coverage among industry with trade and media audiences, targets those with buying power, trusted resource
- Digital opportunities – homepage online (100K visitors) x \$3,250/insertion, Daily News Email to 30K subscribers x \$3,500/insertion
- Print x \$3,763/insertion
- Total Media Cost: \$3,250 (1x online) – \$25,000



- Affluent consumer, media, trade & industry audiences (6M+), HHI \$378K+, avg. age 51, 98% are college educated
- 3x Custom articles with FB/IG amplification and inclusion in Sips & Tips e-Newsletter (160K subscribers)
- 90 days ROS advertising including homepage
- 3x Dedicated e-Newsletters
- Total Media Cost: \$75,000

PARTNERS CONSIDERED

DIGITAL & PRINT

STRATEGY

Establish credibility and awareness within the category by targeting a combination of outlets aimed at core wine and food consumers and trade and industry.

QUALIFIERS

- Audience, market, and content align with brand's targets
- Multi-platform integrations (print, digital, events) & highly targeted networks
- Competitive rates/efficient pricing
- Elevated environment

Robb Report

- Leading voice (reaching 220M) in the global luxury market (travel, wine, food, products) with HHI \$717K, 70/30 male/female
- Custom article (500 words) with social amplification; brand advertising surrounding article
- Article highlighted under "Sponsored Content" on homepage
- ROS advertising
- Video impact unit (*optional*)
- Food & Drink Section takeover – 4 weeks (*optional*)
- Host Guide or Ultimate Gift Guide feature (*optional*)
- Total Media Cost: \$50,000 – \$100,000



- One of the largest news broadcasting companies reaching 50.4M (27M Millennial women; 38.8M affluent leisure travelers) people in the US; news, money, life, travel, sports, technology; powerful targeting & data-driven technology
- Branded/custom content with digital display promotion on USAToday.com and network
- Digital display advertising, geo-fencing (retargeting/ROI), email and social advertising (YouTube included)
- Search Engine Marketing (SEM)
- Total Media Cost: \$8,000 (1 mos) – \$62,000 (6 mos)



- Intuitive wine discovery/search engine offering seamless shopping across all sales channels – producer and retail; drives consumers to online and physical stores
- Regional landing page
- New "collection" (ex. Lodi white wines for summer, old vine Zinfandel wines, etc.) launched monthly
- Monthly analytics insights and quarterly review meetings
- Total Media Cost: \$12,500

PARTNERS RECOMMENDED

FY 2022 – 23



FALL 2022

Boost brand and regional awareness while encouraging visitation and sales through custom content and promotion.

PRINT *(paid print)*

- Wine Business Monthly, November 2022 (Top Industry Leaders)
- Wine Enthusiast Magazine, December 31, 2022 (Best of Year)

DIGITAL *(paid online, social, email)*

- VinePair, October/November 2022
- SevenFifty, October 2022
- Wine Spectator, November 2022
- Wine Business Daily News Email, November 2022

EMAIL *(unpaid email)*

- Lodi Wine Consumer Email Newsletter, August – December 2022

SOCIAL *(paid & unpaid social)*

- Organic posts to Lodi Wine Instagram and Facebook (potential to boost or set up paid posts)

SPRING 2023

Boost brand engagement and connection to Lodi growers and winemakers through video series promotion.

PRINT *(paid print)*

- Wine Business Monthly, February 2023 (WMB 50, distributed at Unified Wine & Grape Symposium (January 2023))
- FOOD & WINE Magazine, April 2023 (Wine Issue, ad + advertorial)
- Wine Enthusiast Magazine, Month TBD 2023

DIGITAL *(paid online, social, email)*

- Wine Business Daily News Email, February 2023
- Wine Enthusiast, March/April 2023
- Punch, March/April 2023
- VinePair, April/May April 2023
- USA Today, March-May 2023 (FB/IG/YouTube)

EMAIL *(unpaid email)*

- Lodi Wine Consumer Email Newsletter, January – June 2023

SOCIAL *(unpaid social)*

- Organic posts to Lodi Wine Instagram and Facebook

2022-23 BUDGET

PUBLISHER	PROGRAM COMPONENTS	TOTAL MEDIA COST
VinePair	Custom long-form article(s)/Visitation Guide (800-1,000 words) Custom Interactive Feature Dedicated & sponsored emails to 225K+ subscribers Video promotion across channels ROS advertising, Social promotion	\$75,000
Wine Enthusiast	(Print) December 31, 2022: Best of Year (Print) Jan-June 1x TBD (Digital) Custom program + promotion	\$65,000
Punch	Custom Article on Punch with logo and hyperlink plus promotion across Vox Media and partner sites and social; brand advertising surrounding article Video series –“A Rising Tide”– distribution on Eater and Thrillist and partner sites	\$60,000
FOOD & WINE	(Print) April 2021: The Wine Issue, California	\$25,000
Wine Spectator	1x Custom articles with FB/IG amplification and inclusion in Sips & Tips e-Newsletter (160K subscribers) 30 days ROS advertising including homepage 1x Dedicated e-Newsletters	\$25,000
SevenFifty	Lodi Regional Guide, SevenFifty Daily, promoted through Marketplace ROS advertising Buyer and Daily Dispatch e-newsletters Facebook amplification	\$25,000
Wine Business	(Print) November 2022: Top 50 Leaders (Print) February 2023: Double Issue, Hot Brands (Unified Distribution) (Digital) Daily News Email (2 mos., Nov. 2022 & Feb. 2023)	\$14,500
Facebook/IG/YouTube	(Digital) Video amplification to target audiences	\$10,500
		\$300,000