

IDAHO WINE MONTH 2016 CHECKLIST

APRIL

- Register for Savor Idaho (June 12th)!
- Meet with your distributor or retail accounts to set up an Idaho Wine Month plan to drive Idaho wine sales
- Plan at least one month-long Idaho Wine Month special for your tasting room guest - Examples:
 - Special discounts or promotions for people who wear your winery t-shirt or an I Support Idaho Wine t-shirts
 - Designate one of your wines as the month long special and offer a discount
 - Offer flight specials
 - Offer a gift with purchase of certain number of bottles
 - Donate a portion of your proceeds to your favorite charity
- Plan something special for your wine club members to show your appreciation - Examples:
 - Partner with your favorite restaurant to host a club member only winemakers dinner
 - Offer a club member only flight special
 - Discount on your winery swag for club members only
 - Offer a discount on all purchases for club members only
- Work with your neighboring wineries to plan joint events, celebrations, or special promotions.
- Keep the IWC informed of **ALL** your Idaho Wine Month specials and public events

MAY

- Check with your distributor or retail accounts to ensure all plans for Idaho Wine Month are underway
- Start publicizing all Idaho Wine Month events and promotions to your consumer email distribution list
- Start publicizing all Idaho Wine Month events and promotions on your social media outlets
- Set up social media editorial calendar and start scheduling posts to ensure your promoting Idaho Wine Month every day in June
- If you haven't already, send Sara wines you'll be pouring at Savor Idaho
- Don't forget to send the IWC ALL Idaho Wine Month events and promotions!!

JUNE

- Join the IWC on promoting Idaho Wine Month by changing your Facebook and Twitter cover photos for the month of June - contact Shelley for template ideas
- On June 1st post the I Support Idaho Wine logo on your facebook page with a link to the IWC website: www.idahowines.org
- Ensure all editorial calendar posts are scheduled for the month of June
- Attend and enjoy Savor Idaho!!
- Remind your email distribution list that June is Idaho Wine Month and they can support Idaho wines by purchasing them at their favorite restaurants and retail shop
- Don't forget to celebrate and enjoy your Idaho Wine Month!