



2018 Marketing Programs



Finger Lakes Riesling Camp

April 8-10, 2018

\$1400 per winery/10 wineries needed

Innovative program for a selected group of 10-16 sommeliers/wine directors/retail shop owners/media to experience a unique, hands on program to create a Finger Lakes Riesling through comprehensive tasting and blending trials. The goal of this program is to raise awareness of the Finger Lakes wine region and develop well-informed enthusiastic wine ambassadors for our Rieslings. This robust three-day program will include:

- Palate setting blind tasting held at local venue.
- Dinner with owners/winemakers from participating wineries.
- Hands on blending trial held at the Finger Lakes Viticulture Center.
- Personal and intimate visits alongside themed tastings with participating wineries.



Custom Branded Winery Video

Time TBD (Need 6 wineries to execute)

Half day-\$1,000/winery

Full day- \$2,000/winery

Create your own video! Each winery will have the ability to create its own custom video. The theme of the video is at the discretion of the winery; you can highlight harvest activity, family/winery history, winemaker documentary, the possibilities are endless! The FLWA will assist in scheduling Matt Ziegler, our freelance videographer, with his trip to the region to shoot the videos. Each winery will have either a half day or full day shoot with Matt. The creative and editing for the video will take place between the winery and Matt Ziegler. The video will be owned by the winery for their own use and also archived and available to view on the FLWA website and social media outlets. All footage captured will be owned by Matt Ziegler and used at the consent of the winery.



Sommelier Tasting Events (3)

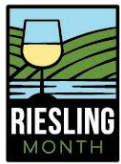
\$400/event

Spring Aromatic Whites & Dry Rosés – May 2018 (12 wines needed)

Summer Riesling - August 2018 (12 wines needed)

Fall Red Vinifera - November 2018 (12 wines needed)

Our Finger Lakes Ambassador in Philadelphia, Samantha Germani, Sommelier at The Walnut St. Cafe, will host three varietal specific tasting events. Each event will be an intimate tasting with 10-20 sommeliers and industry guests (mini focus group) featuring 12 Finger Lakes wines per tasting. Wines will be tasted blind. Event location and guests will be coordinated by the Sommelier. All wineries interested in participating will submit two bottles of one wine of their choice for each tasting. The sommelier will provide feedback to individual wineries on outcome of tasting.



RIESLING ROADSHOW

Upstate Package (includes 3 Upstate NY markets)	\$1,500/winery
Full Package (includes 3 Upstate NY markets and a metro region)	\$2,000/winery

Riesling Month is an annual trade, media and retail promotion of Finger Lakes Rieslings held throughout September 2018. Riesling month will consist of multiple promotional efforts that target each industry segment in New York State (trade and media).

RIESLING ROADSHOW UPSTATE PACKAGE:

Three days in September will be dedicated to marketing to three specific regions in Upstate NY.

Part 1 | The FLWA will host a trade-exclusive luncheon with participating wineries 2017 vintage Riesling or other newly released Rieslings. 3-4 participating winery owners, winemakers, or members of the winery marketing team, will join the luncheon to engage with distributors, wine directors, sommeliers, and media contacts from that region who are invited to attend the luncheon.

Part 2 | The FLWA will host an industry night at a local restaurant in each market. Invitations will be sent to all wine retailers and staff, wine shop owners, distributors, restaurateurs, restaurant staff, etc. Participating wineries will pour 3-4 wines (mostly Riesling) to those in attendance with the opportunity to make connections and build brand awareness.

Trade | Retailers participating in the program will be asked to host at least two in-store Finger Lakes Riesling tasting events in September. Participating restaurants or wine bars are asked to serve at least one Finger Lakes Riesling by the glass or host a Finger Lakes Riesling event in September. Trade participants complete an online form to receive POS materials for use in their establishments. Event planning and logistics for tasting events are the responsibility of the wine retailers, distributors, and participating wineries. The FLWA Executive Director's responsibility is to assist in creating synergistic business relationships between retailers, distribution companies, and participating wineries.

RIESLING ROADSHOW FULL PACKAGE

The Riesling Roadshow Full Package includes all items listed under the Riesling Roadshow Upstate Package as well as participation the Trade Industry Luncheon and additional events in a Metro region (date and city TBD).

Other potential opportunities while in the metro region:

- Finger Lakes focused seminars at wine shops
- Winemaker's dinners

All participating wineries receive the following benefits:

- ▶ **Inclusion on Riesling month micro-site:** www.RieslingMonth.com
- ▶ **2018 Riesling of the Day via social media:** Social media post includes photo, wine description, and link to wine shop to purchase featured wine.
- ▶ **POS materials:** Receive point of sale materials for promotion of the program (posters, shelf talkers).