



Winery/Cidery Check List

HELP PROMOTE

- Promote Idaho Wine & Cider Month on your social channels & consumer newsletter

ENGAGE SALES REPRESENTATIVES

- Meet with distributors or retail accounts to set up an Idaho Wine & Cider Month plan to drive sales
 - Share the Idaho Wine & Cider Month toolkit with your distributors

CAPTIVATE CONSUMERS

- Idaho Wine & Cider Month special at your tasting room (e.g. extra pour, gift with purchase, library flight)
- Special discounts or promotions for consumers who wear your winery t-shirt
 - Conduct a contest with your wine club (e.g. win a VIP experience)
 - Shipping promo to your distribution list to reach out of state supporters
- Work with neighboring wineries to plan joint events, celebrations or special promotions
 - Download templates from Toolkit to promote specials, features & events
- Submit all events to Ashlee - ashlee@idahowines.org to be on the Idaho Wine Commission website event calendar
- Remember Idaho Wines Fly Free on Alaska Airlines out of the Boise Airport

***SUBMIT ALL EVENTS TO THE IWC
TELL DISTRIBUTORS AND ACCOUNTS TO DO THE SAME***