

Weekly Member Memo - April 30, 2024

SAVE THE DATE

We are hosting the team from
Sonoma County Tourism on
Thursday May 16th from 9:00-10:00am
at Balletto Vineyards

This informative session will help Wine Road members learn how to connect with Tourism - how to share YOUR stories, how to host press, and add your events to their calendar.

It's quick - one hour!
AND we'll have coffee and pastries!

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP®

RSVP with
Beth@wineroad.com

We will be presenting the team from the Redwood Empire Food Bank with our Barrel Tasting Designated Driver ticket revenue as a donation: \$1200.

Spread the word, bring your family and friends - the more the merrier.

[RESERVATIONS REQUIRED](#) (see details below)

JOIN US!

Russian River Vineyards &
Wine Road
invite you to a special

HAPPY HOUR

Benefitting the Redwood
Empire Food Bank
Enjoy food and wine at Happy
Hour prices, and give back to a
deserving organization.

**20% OF THE NIGHT'S TOTAL
PROCEEDS DONATED BACK TO
THE REDWOOD EMPIRE FOOD
BANK**

LIVE ENTERTAINMENT

Experience captivating
performances by
Dustin Saylor

 **CONTACT US:**
(707) 887-3344

 **MORE
INFORMATION &
RESERVATIONS:**
Russianrivervineyards.com



5-7:30 PM

8

MAY

RUSSIAN RIVER
VINEYARDS

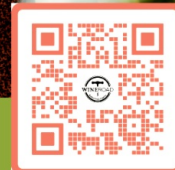
5700 CA-116, FORESTVILLE
CA 95436

RSVP here

WINE ROAD PRESENTS
SPRING WINE TRAIL



SATURDAY, MAY 11, 2024
47 WINERIES | \$50



SCAN ME

CHOOSE YOUR OWN ADVENTURE!

ORDER ONLINE, SHOW YOUR TICKET ON YOUR PHONE AT EACH WINERY YOU VISIT

ENJOY THE WINE, REVEL IN THE BEAUTY
OF THE VINEYARDS IN SPRING.
CONNECT WITH FRIENDS, TREAT YOURSELF.
BRING HOME YOUR FAVORITE WINES.

PARTICIPATING WINERIES, WINES, DETAILS + TICKETS:

WINEROAD.com

Our goal is to sell 200 tickets. Thus far we've sold 60...140 to go!
We have a SF Chron campaign for this, which started last week.
A dedicated email went to our consumer list last Wednesday.
We are now showcasing this on our home page.



**It's Time For
Spring Training...
Wine Road Style**

Details and
Registration

We have **ONE more class**
with the WISE Academy

*Generate Revenue Beyond
the Tasting Room*

May 15th / \$25 per person
We have 10 seats open.

In other news...

We have added the handouts
from our prior training sessions
with WISE to the Member
Section on WineRoad.com, look

The class on May 15th
takes place at
The Lodge at Healdsburg
9:00-11:00

for the link that says
STAFF TRAINING.

This is for our
Wine Road members only.



Details

We are on a roll!

We gained 8 more Ambassadors
this past week.

People from all over the country; wine
educators, somms, and many of our own
members have incorporated the program
into their "new hire" packet.

It takes about an hour.

Read the study guide - 20 minutes

Watch the video - 20 minutes

Take the quiz - 20 minutes

You will gain valuable information about
the history of Wine Road, the AVAs we
represent, and so much MORE!

WINE SALES
SYMPOSIUM
PRODUCED BY **WINEINDUSTRYNETWORK**
MAY 16TH, 2024 • SANTA ROSA, CA

Wine Road Sonoma County
\$50 OFF Registration with promo code: **WR2024**
VISIT: **WINEALESSESYMPOSIUM.COM**

Thank you to our partners along the Wine Road for their financial support.

V I S I T
santa rosa
THE HAPPENING HUB



PURE LUXURY
TRANSPORTATION
Committed to Perfection



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

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Wineroad.com



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