

Weekly Member Memo - April 23, 2024

We have a poll on our home page for visitors. For answering the poll, we send them a digital "Choose Your Own Adventure" guide.

What type of experience are you looking forward to?

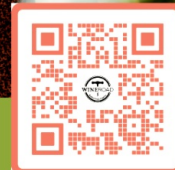
RESPONSES thus far.

- Winery Tour & Tasting - 77
- Vineyard Stroll & Tasting - 75
- Wine & Food Pairing - 71
- Wine Cave & Wine Exploration - 57
- Garden Tour & Tasting - 35
- Winemaker Meet-up Tasting - 18

This looks like something you should all be aware of, from the Wine Institute.

[Arizona Targeting Illegal Direct Shipments](#)

WINE ROAD PRESENTS
SPRING WINE TRAIL



SCAN ME

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

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 30...170 to go!
We have a SF Chron campaign for this, which started yesterday.

A dedicated email will go to our consumer list tomorrow.

We will be moving this to our home page and
replacing the Walk-Ins Welcome call-out.



**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

In other news...

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

The class on May 15th takes place at
[The Lodge at Healdsburg](#) 9:00-11:00

STAFF TRAINING.

This is for our Wine Road members only.

We will be presenting the team from the Redwood Empire Food Bank
with our Barrel Tasting Designated Driver ticket revenue
as a donation: \$1140.

*We need a minimum of 50 people to attend this event, so please 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

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MAY

RUSSIAN RIVER
VINEYARDS

5700 CA-116, FORESTVILLE
CA 95436



Details

What are you waiting for?

We have gained 22 new
Ambassadors
this past month.

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

THEN we'll send you this awesome pin!

And you will have gained valuable
information about the history of Wine
Road, the AVAs we represent, and so
much MORE!

WINE SALES
SYMPOSIUM

PRODUCED BY **WINE INDUSTRY NETWORK**

MAY 16TH, 2024 • SANTA ROSA, CA

Wine Road Sonoma County

\$50 OFF Registration with promo code: WR2024

VISIT: WINESALESSYMPIUM.COM

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

V I S I T
santa rosa
THE HAPPENING HUB

RIVER ROAD
FAMILY VINEYARDS AND WINERY

Certified
B
ORGANIC



PURE LUXURY
TRANSPORTATION
Committed to Perfection



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CHAMBER

STAY
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Wineroad.com



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