

Weekly Member Memo - April 16, 2024

Some recent numbers for you.

Our consumer newsletter is sent to 52,000 subscribers, 51% open rate.
Sent 1st Thurs of each month.

Our Varietal of the Month is sent 2nd or 3rd Thurs. and has a 42% open rate.

Our Varietal of the Month reviews 6 wines - each winery is seeing
between 60-90 clicks to their shopping cart.

For our April consumer newsletter, these were the highest clicks;

Spring Wine Trail - 235 clicks
Walk-Ins Welcome, list of wineries - 226
Dawn Ranch - featured music festival - 97
Birds in the Vineyard video - 89
Wine Road Ambassador - 84
My Life Before Wine, blog post - 95

Another BIG number - 222 Wine Road Ambassadors! Let's add YOU to the list [HERE](#)



WINE ROAD PRESENTS
SPRING WINE TRAIL



SATURDAY, MAY 11, 2024
40 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 30...170 to go!



Details and Registration

We have **two more classes** with the WISE Academy, so you can get your "team" ready for the season!

- Next Level Tasting Room Sales
- Generate Revenue Beyond the Tasting Room

April 17 & May 15th
\$25 per person

If you are one of the 40 people registered for tomorrow - the class is at the Kendall-Jackson Wine Estate & Garden, 5007 Fulton Road. Class starts at 9:00am, please plan to arrive by 8:45. We'll have coffee :-)



ZOOM
Registration Here

Thursday, April 18 9:00-10:00am

Join this brief ZOOM presentation to learn about Sonoma County Tourism Accredited Hospitality Professional (AHP) program.

This program welcomes anyone in hospitality and covers five unique pillars of the Sonoma County tourism landscape. Educating your employees, providing benefits & perks to them through this program and increasing knowledge they can share with your guests.

AND how you can showcase your business to AHP's through Educational Experiences!

Wine Road has a long standing relationship with the Redwood Empire Food Bank, donating \$1 from every event ticket for the past 15 years. This has added up to over \$420,000.

On May 8th, join us at Russian River Vineyards from 5:00-7:30 for a Happy Hour/Community Night benefiting the REFB

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

We need a minimum of 50 people to attend, so spread the word, bring your family and friends - the more the merrier.

[RESERVATIONS REQUIRED](#) (see 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

This is the newest article from our friend Alison Bailin, for **Fabulous CA**, which features 3 Wine Road member wineries; Pedroncelli, Sonoma-Cutrer and Saini. [READ HERE](#) "...wines that are as sustainable as they are sensational".

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: **WINEALESYSYMPIUM.COM**

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



HEALDSBURG CHAMBER

STAY HEALDSBURG

Wine Road Northern Sonoma County | Wineroad.com



Wine Road Sonoma County | 1437 Grove Street, PO Box 46, Healdsburg, CA 95448 707-433-4335

[Unsubscribe beth@wineroad.com](mailto:beth@wineroad.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by beth@wineroad.com powered by



Try email marketing for free today!