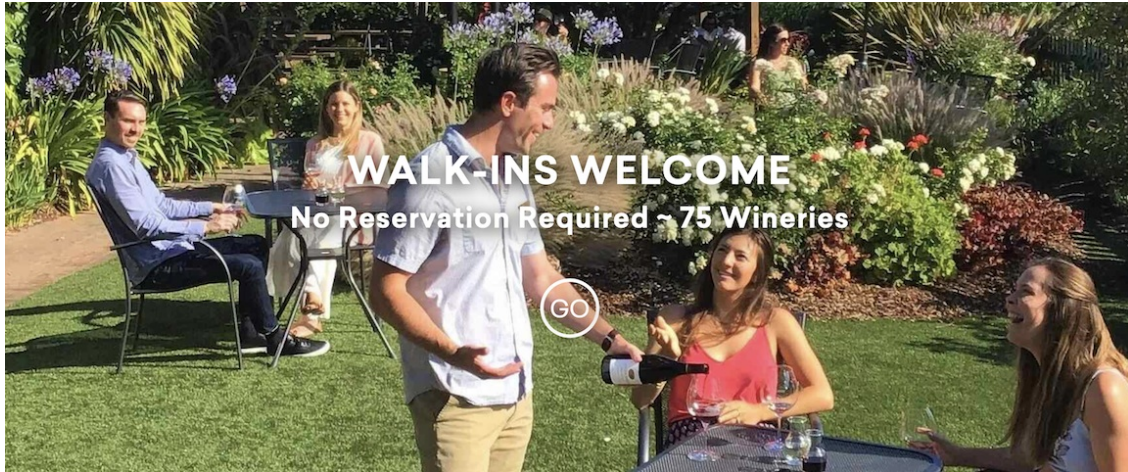


Weekly Member Memo - April 2, 2024



Walk-Ins Welcome That's our focus for the month.

We are running a 1/2 page ad in Horizon's Magazine (United Airlines with 14 million passengers a month) we are also investing \$2000 to promote Walk-Ins via SFGate.com for the month. It's featured on our home page and Sonoma County Tourism is helping us spread the word (and our list of 75 wineries), which has also been shared with Visit CA.



Patio Pours

Wines that perfectly pair with spring.

The most recent post by Alison Bailin.

This review includes several Wine Road members: AVV, Bricoleur, Coppola, Dutcher Crossing, Landmark, Lynmar Estate, Meeker, Papapietro Perry, Starlite, West Wines, and Woodenhead,

[Article Link](#)

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

- Raising the Bar ~ Great Sales Training



- Generate Revenue Beyond the Tasting Room

WR Members \$25 per class
There are 5 seats left per class.
April 17, May 15

Details and Registration

So many of you have said you are short staffed and have had a hard time offering complimentary TRADE tastings, during your regular tasting hours.

*The goal of this **Networking Program** is to help solve that problem.*

Invite TRADE (think other winery tasting room staff) to come taste with you before you open - limit the number of guests and set the day & time that works for you.

Ideally Wine Road folks will visit each other, learn about their wines, share referral cards and "meet their neighbors".

This was not intended to be for Open Houses, or Happy Hour, it was really an opportunity to offer a seated tasting, to educate other wineries about your wines, and the tasting experiences your are able to offer guests.

The more other wineries know about you, the more likely they are to refer guests your direction.

Use our [Wine Road Networking](#) doc to sign-up to POUR or to TASTE.

Tickets go on sale Thursday - we are thrilled to have 46 wineries on board! Along with our social sharing, we will be investing \$2000 to promote this event in the SF Chron Datebook along with banner ads on SF Gate.

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



We've got 200 Ambassadors!
They are from across the country.

We'd love to see everyone working at a
Wine Road member winery or lodging be
an Ambassador.

It's fun, it's easy AND you will learn
a thing or two about Wine Road
and Sonoma County.

Wine Road Ambassador

**We need Sauvignon Blanc
for our June, Varietal of the Month**

We need the wines by April 26th.
Please let me know in advance,
if you want to drop off a bottle.
We can ONLY use 6 wines.

I don't 8-9 bottles left here,
we will only include 6.

Office hours Mon-Fri 10-4, if you miss us,
the bottle can be left in the map box.



Wine Road Member Chat

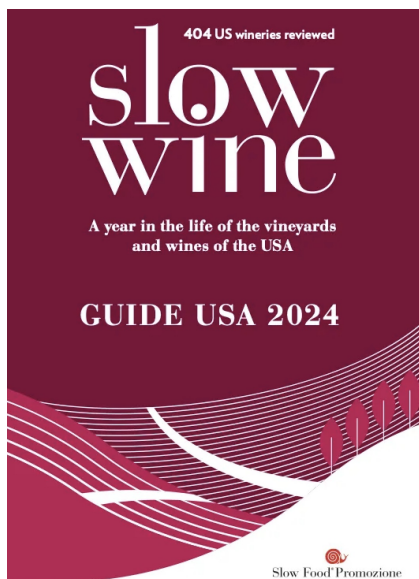
Join the conversation.
Share some ideas.
Help each other out.

*You're on **Facebook** anyway, why not connect with some Wine Road members.*

You've got questions, other members may just have the answers.

[Wine Road Member Chat](#)

What's a "Slow" Wine? Find Out on April 9 at the **Slow Wine Guide Discussion & Tasting**



**FREE EVENT - hosted by the Sonoma
County Wine Library Association**

Join us for a Slow Wine discussion, book sale and signing, and a wine tasting:

- Tuesday April 9
- 6:30-8:00pm
- Healdsburg Regional Library,
139 Piper Street, in Healdsburg.

The discussion will be led by renowned wine writer and educator Deborah Parker Wong, Slow Wine Guide national editor.

[Details](#)

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: WINEALESSESYMPOSIUM.COM

Congratulations to our newly elected Wine Road Board Members

Current Board Members

- Lillian Fechter - Francis Ford Coppola
- Dan Christensen - Geyserville Inn
- Teri Roller - Merriam Vineyards
- Oded Shakked - Longboard Vineyards
- Jack Seifrick - CAST Wines

These Board members will now be working with the following newly elected Board members.

Newly Elected

- Harry Wetzel - Alexander Valley Vineyards
- Katie Ambrosi - Wilson Artisan Wines
- Helen Sharrocks - Balletto Vineyards
- John Vizlay - Vizlay Vineyards
- Aaron Krug - Best Western Dry Creek Inn and The Lodge at Healdsburg
- Emily Glick - The Stavrand Russian River

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



HEALDSBURG CHAMBER

STAY HEALDSBURG



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

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