

Weekly Member Memo - April 9, 2024



Wine Road continues to grow...

We'd like to extend a gracious welcome to our newest members;

[aesthete winery & farm](#)

5610 Dry Creek Road, Healdsburg

Contact

[Quivira Vineyards](#)

4900 West Dry Creek Road, Healdsburg

Contact Julia Lander

[The Madrona](#)

1001 Westside Road, Healdsburg

Contact



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](#)



Save The Date - May 8th
5:00-7:30pm

Community Night Sponsored
By Wine Road

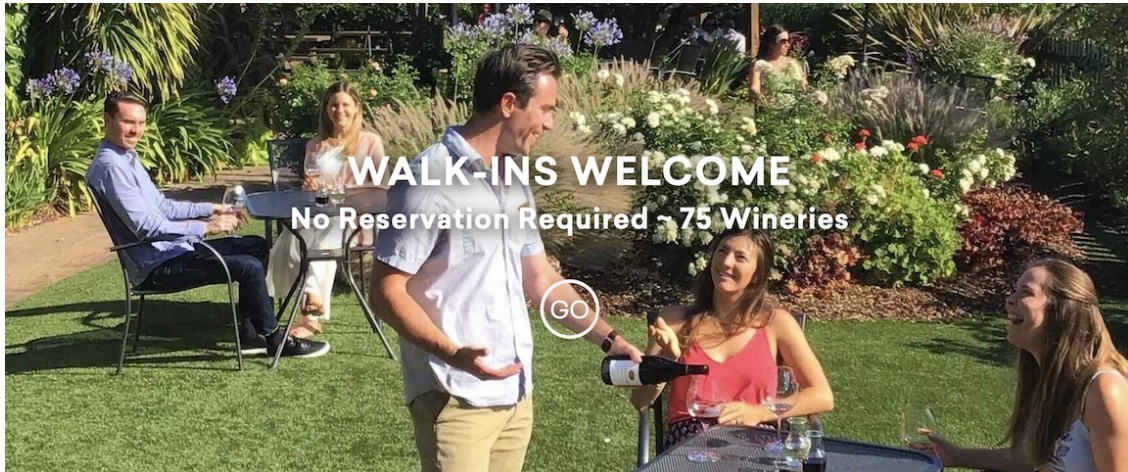
At Russian River Vineyards

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

On May 8th, join us for wine and tasty bites at Russian River Vineyards, who will offer their Happy Hour menu and wines by the glass, with 20% of sales being donated to the REFB.

Enjoy music from Dustin Saylor, connect with all of your winery friends, while helping out those in need.

We will be presenting the team from the Food



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

We are running a 1/2 page ad in Hemisphere 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. **BIG NEWS** - we have the ad in Hemispheres for May also!

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.
Our goal is to sell 200 tickets. Thus far we've sold 15...185 to go!

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

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: WINEALESYMPOSIUM.COM

Looking for help?

A resume has landed on my desk from someone looking for a winery position. Her most recent position was, Private Client Ambassador. She comes highly recommended by a Wine Road winery owner.

Let me know if you have a position open and would like to see her resume. Beth@wineroad.com

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



Wine Road Northern Sonoma County | Wineroad.com

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