

Weekly Member Memo - March 12, 2024

Easter Hours - this list is posted on the VERY TOP of our home page.



As Google Celebrated Women's History Month, we were able to showcase three Wine Road members last week, with 3 amazing women! Thank you, to Stacy from A. Rafanelli, Ashley from Amista Winery and Julie from Pedroncelli for pouring and inviting Googlers to visit us along the Wine Road. #SipSonoma #WineRoadLife



[Details and Registration](#)

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

- Building Your Wine Club
- Raising the Bar ~ Great Sales Training
- Generate Revenue Beyond the Tasting Room

WR Members \$25 per class
There are 5 seats left per class.
March 20, April 17, May 15

WINE ROAD PRESENTS
SPRING WINE TRAIL



SATURDAY, MAY 11, 2024
40 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

It's a great opportunity for visitors to explore along the Wine Road, in a very cost-effective way, ideally visiting wineries they may not be familiar with.

To participate you need to welcome ticket holders, who will be walk-in tasters on May 11th.

Wineries need to provide 2-3 wines for each ticket holder to sample - and that is it. *You can of course offer more.*

We will have a detailed program online, listing the wines to be poured and any other offer you want to extend.

DEADLINE to sign-up is March 22.
Ticket go on sale April 4.
Tickets are \$50 per person.

Sign-Up



Join the conversation. Share some ideas. Help each other out. You're on **Facebook** anyway, why not connect with some Wine Road members. See how they are managing in these changing/challenging times.

Wine Road Member
Chat



We have over 160 Ambassadors. They are from across the country. See the list [HERE](#)

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

The MORE you know, the better you can serve your guests.

Details here:
[Wine Road Ambassador](#)

Litter Reduction Act – Bottle Bill

Changes have been made to California's Beverage Container Recycling Program (also known as the "Bottle Bill") due to [California Senate Bill 1013 \(SB 1013\)](#) that impact wine and spirits containers sold for consumption in California.

Continue Reading Information from the Wine Institute - [HERE](#)

It's time to get out and connect with your neighbors and peers.

Learn about the wines they produce, and the tasting experiences they offer. Share referral cards - help each other out.

Use our **Wine Road Networking** doc to sign up to **POUR** or to **TASTE**.

I see we currently have Pedroncelli Winery signed-up to host...

Don't delay - sign up now to host or taste!

Networking - Pouring / Tasting

Silicon Valley Bank - DTC Survey



Take Survey Here

The Silicon Valley Bank annual DTC survey is the longest-running in the industry. It produces data that you can trust using a process that has been established for decades. While filling out a survey isn't generally at the top of anyone's to-do list, if there was ever a time when solutions were needed, it's today.

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

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