

ROSÉ TODAY (RT)

CONFIDENTIAL

Meeting with  
Alison de Grassi, Communications Coordinator, Visit Mendocino (VM)  
Martha Barra, Owner, Barra Family Wines (Barra of Mendocino, 59<sup>th</sup> Harvest, Girasole Vineyards)  
Craig Palmer and Allen Habel

Saturday, September 24, 2016

**1. Visit Mendocino**

- a. Marketing challenge is the inland county and the 101 corridor, so an event like this could present leveraging opportunities.
- b. Grants of no more than \$2,500 for events which promote tourism in Mendocino, and for which AdG would recommend us, given the event, and the advertising plan now confirmed from Sonoma Media Investors. AdG will arrange for us to present at the next committee meeting reviewing such grants.
- c. Interest to help us create hotel packages
- d. Interested to lend the muscle of its PR "machine"
- e. A newsletter that goes to 35,000 households

**2. The January kick-off for the event campaign**

- a. AdG suggested we tie it in with the Crab, Wine and Beer Festival (January 20-29, 2017) and indeed position it as a kick-off event for that Festival, and hold it Friday, January 20.
- b. Following that strategy, with the idea that VM could then lend its own considerable PR force in support, she further suggested
  - i. The RT kick-off would be held at Jaxon Keys
  - ii. That the format could be a showcase OF Rosés produced by Mendocino winemakers, paired with assorted crab bites.
    1. As we discussed this, initially mindful of our working policy only to showcase medal winners in our Competition, on the other hand we came to see *this* idea with merit and worth further study, realizing that an event in January actually *precedes* the close of Call for Entries, so in that sense becomes another cultivation event for the participation of Mendo wineries. And then, on a more practical level, also serves our own need to be "good neighbors" and demonstrate a genuine commitment to the region, and emphasize the "destination" aspect of our core marketing strategies.
    2. Remember, too, that we had said we are reaching out to Larry Walker in the hope that he might preview his new book on rosé coming out in July.
    3. With all of these elements, we could see a brief-ish program that could include
      - a. Brief comments from RT folks acknowledging Wilson Artisan, sponsors, etc, announcing the activities (Competition, Event, internet)
      - b. Brief comments from VM folk plugging the inland county, hospitality partners,
      - c. Maybe brief comments from John Cesano plugging winemakers – what about those outside the AV appellation?

- d. And then some remarks from Larry Walker
- iii. Open questions:
  - 1. Availability of Jaxon Keys, and if so, confirmation of required permits, licenses, etc.
  - 2. The format:
    - a. Initially, we were thinking of a no-fee invitational event, targeting media, hospitality partners, producers, sponsors, etc.
    - b. At second glance, an event like proposed could be a ticketed event, inviting all the same folk as above, but also open to the general public for a ticket in the \$25-to-\$50 range?
  - 3. The budget: needs to be at least cash-neutral since this would be a RT production.
  - 4. How to secure wineries (Bernadette Byrne, ED of Mendocino WineGrowers, was to have joined our meeting but was traveling in Scotland --- but would be an ally. John Cesano at Anderson Valley Winegrowers already is an ally)
  - 5. How to do the food: more real food-and-labor costs than with wineries (who conceivably would pour gratis)
- iv. Marketing/Work Plan
  - 1. October: confirm logistics, participants, etc
  - 2. November: Save-The-Date, first news release for long lead, inclusion in VM's Festival marketing
  - 3. December: new-and-improved RT website goes live, includes plug for kick-off
  - 4. January: follow-up with key opinion leaders/influencers; walk through

**3. Suggested potential sponsors:**

- a. Savings Bank of Mendocino
- b. Mendocino Lake Credit Union
  - i. The contact is: Richard Cooper, President and CEO
- c. American Ag Credit
- d. (The local John Deere dealer – missed the corp name)

**4. General feedback around the RT event at Jaxon Keys, and Competition**

- a. Competition: MB is reviewing Rules and Regs; felt the \$65 entry fee was reasonable
- b. Event
  - i. Reviewed pricing: both felt the pricing was correct for a first time event
  - ii. The curated feeling, allowing room for producers to meet guests, food artfully paired – MB expressed strong appreciation for this as a producer
  - iii. The immersive idea of the program: very strong corroboration of this idea

## 1. INTRODUCTOIN

Thank you for your interest in *Rosé Today*, a very different kind of international competition!

First, we are dedicated to the idea that Rosé wines are not just for spring and summer any more, but bring optimum pairing and pouring pleasures all year long.

Second, we strive to bring a certain West Coast exuberance to our double-blind style competition with convivial exchanges from top tier judging panels.

And finally, we believe that the winning wines in our Competition give us the best examples we can use to showcase this ultimate versatility of Rosé to consumers worldwide. There are several ways we do that, always focusing *exclusively* on our winning wines:

- Only winning producers are invited to pour in our new artfully curated public event, *A Country Garden Party*, which we're inaugurating at Jaxon Keys in Hopland this summer, with plans to expand to other locations. Not endless and nameless pouring tables, think instead carefully paired cuisine in spacious tasting areas illustrating the traditions of the major Rosé producing countries, an immersive guest experience including 20-minute *Rosé Today Talks*, Pétangue to parasols and picnic baskets, and more.
- Only winning producers are the inspiration for year-round content on an energetically pro-active internet program anchored by our website and propelled by a robust schedule pushing out compelling and engaging content year-round on our *Rosé Today Readers* social media program.

As a result, we eagerly look forward to your participation.

## 2. RULES

- Eligibility:** any wine bottled in the United States or any international producer with the word "rosé" clearly included in front or back labeling. There are no limit to the number of entries
- Categories:** dry, a little sweet, sparkling
- Entry Form:** Through enofile.com and available on line only, [www.rosewinetoday.com](http://www.rosewinetoday.com) and required to be completed with fees paid by Friday, March 10, 2017
- Entry fee:** \$65 per entry. No brand fee.
- Wine shipment:** Four 750ml bottles (or relevant boxes) per entry must be received at
- Refunds:** No refunds for canceled entries or sending the wrong wine
- Judging:** held Wednesday, March 22, 2017 at Soda Rock Winery. Closed to the public. No visitors.
- Remainders:** Any wine remaining at the conclusion of the event remain with Rosé Today Partners LLC for staffing compensation and educational non-profit donation purposes.

## 3. ABOUT THE PUBLIC EVENT: A COUNTRY GARDEN PARTY

- Date/venue:** Saturday, June 17, 2017 at Jaxon Keys Winery, Hopland, Ca., in Mendocino county. 11 am to 4 pm
- Guests:** limited to 400 (VIP: 125; General admission: 325)
- Tickets:** \$125/\$85/\$45 in advance

- d. **Concept:** four major areas/guest experiences:
  - i. The Grand Tasting Court (dry styles, domestic and international, paired with bites inspired by French, Italian, US and Spanish cuisines)
  - ii. The Sweet and Sparkling Games Meadow (sparkling and sweet styles, domestic and international, paired with dessert bites) Band for dancing; games including Pétanque, badminton, horse shoes, etc.
  - iii. The VIP Concierge Patio: private area, pouring Best of Shows and above, winemaker visits, food delivered, private tasting area, preferred parking
  - iv. Rosé Today Talks: a series of eight 20-minute talks (demonstrations, pairings, tastings, etc)

#### 4. WHAT WINNING PRODUCERS AT ALL LEVELS CAN EXPECT

- a. **Our Philosophy:** We are very grateful for everyone's participation in our Competition, and, for those choosing to participate in our Event and related internet activity, the kind of significant investment of time and money that represents. As a result, we pledge to make these experiences as rewarding and enjoyable for you as producers as we can. Please feel free to make suggestions in how we can continue to improve on this pledge.
- b. **All winners are announced** at a special Media/Trade Day Thursday, March 23, 2017 at Soda Rock Winery, Healdsburg. Winning producers at the Gold levels and above are invited to pour their wines at this event, and be introduced.
  - i. Results are announced Friday, March 24, 2017 in a comprehensive news release, and posted on the Rosé Today website.
- c. A handsome and personalized **Award Certificate**, 8x10, suitable for framing along with a pdf suitable for internet and other promotional uses.
- d. **All winners are invited to participate** in the public event as long as pouring station sites are available (first come, first booked!), in one or both ways:
  - i. For dry styles, claim one of the limited pouring stations available in the Grand Tasting Terrace in either the
    - 1. Discover America Court
    - 2. International Court
  - ii. For sparkling wines and sweet styles, producers can elect to be included in pouring stations in the Sweet and Sparkling Games Meadow.
- e. **Timing:** Invitations to participate will be extended beginning Monday, March 27, 2017. All reservations must be completed by Friday, April 21, 2017, and accompanied by high-res logos reflecting the producer's preferred brand representation.
- f. **Fees and certificates:** All participants pay a fee of \$100, and must submit a Certificate of Liability for \$1 million and \$2 million.
- g. **Announcement:** All participating wineries will be announced via news release, on the website and through the Rosé Today Readers network on Monday, May 1, 2017.
- h. **Load-in:** producers are invited to load-in beginning at 7 am on Saturday, June 17, and may load out immediately following the event close at 4 pm.
- i. **Participants provide:**
  - i. Access to the Producers to send your Wine Club/Preferred Patrons list a brief promotional alert on your participation in the event and provided complete and ready-to-go by the Producers.
  - ii. Wine as needed to accommodate two-ounce pours for 400 guests where we expect 18-24 pouring stations. We estimate that at two to three cases.

- j. **Producers provide:**
  - i. Souvenir rosé-tasting glasses for all event guests
  - ii. A clean, table-clothed six-foot table for your exclusive use, located in a section of an arbor that would be shared with two other wineries each also pouring from their own six-foot tables
  - iii. An exclusive sign, hung high over your pouring station for easy visibility of guests in identifying your station
  - iv. A crew of trained volunteers is assigned to you to meet you at the site to help you with load-in and load-out and tend to your own enjoyment of the event – running errands as might be needed, bringing food, etc.
  - v. All equipment needed for your pouring station: spit buckets, ice and compostibles
- k. **Promotion:** All participants are represented by tasting notes in a souvenir program booklet. Those notes will be due Friday, April 28, 2017,

## 5. KEY DATES

### a. 2016

- i. **Nov 1:** Call For Entries, website live, [www.rosewinetoday.com](http://www.rosewinetoday.com)

### b. 2017

- i. **Mid-January:** Public promotional event kicking off campaign for the public event, Soda Rock Winery, Healdsburg, CA
- ii. **Friday, March 10:** last date to register, and to receive Competition entries at WAW 2016 Rosé Competition, c/o Soda Rock Winery, Pack N' Ship Direct, 830 DenBeste Court, Suite C, Windsor, CA 95492 (Address here for information only. Use the label as provided on enofile when you register.)
- iii. **Wednesday, March 22: Competition at Soda Rock Winery, Healdsburg, CA**
- iv. **Thursday, March 23, 6 pm to 7:30 pm:** Media/Trade Day announcing winners, Soda Rock Winery, Healdsburg, CA
- v. **Friday, March 24:** results announcing via news release and on Rosé Today website and social media
- vi. **Friday, April 21:** For winners, deadline to reserve pouring station for the event
- vii. **Friday, April 28:** Deadline for participating wineries to provide tasting notes and high-res logo for inclusion in the event program booklet
- viii. **Monday, May 1:** Wineries participating in the event announced
- ix. **Saturday, June 17:** Load-in begins, 7 am; load-out at 4 pm