



Interim Report: Visit Mendocino County
ROSÉ TODAY: A COUNTRY GARDEN PARTY
Saturday, June 17, 2017
Jaxon Keys Winery and Distillery Hopland, California

Rosé Today: A Country Garden Party was held on Saturday June 17, 2017 at Jaxon Keys Winery and Distillery in Hopland, California. The theme of Rosé Today is: “Because every day pairs better with Rosé.”

Proceeds from a marketing grant of \$2,500 from Visit Mendocino County were used to fund, in part, the marketing campaign which included:

- Extensive contract with Sonoma Media/Press Democrat (participating as a sponsor with several aspects of the campaign offered at half-price), including full-page ads in Sonoma Magazine in Jan/Feb and March/April; several front-page banners on the Wednesday food/wine section of the PD; and an extensive internet program
- A flight on KOZT radio (which, as a sponsor, they enhanced)
- Targetted mailings by participating wineries and associations to their membership lists
- Promotional materials distributed at numerous festivals and events in the region
- An extensive internet campaign by our own Digital Media Editor reposting nearly daily from our own Facebook page as well as sponsored ads, etc.

What worked: A primary goal of the event was to present a higher level experience for guests showcasing excellence and illustrating the variety of quality pairings possible from winemakers and chefs. 30 wineries, all invited medal winners from our *Rosé Today: The Competition* (held in March at Soda Rock Winery in Healdsburg and attracting 239 entries from 10 states and nine countries) poured, paired with gourmet bites created by four teams of students from The Culinary Institute of America led by Chef Lars Kronmark. *Rosé Today Talks* presented three presentations, each very well attended: Wine Director Bob Ecker on competitions; a panel of Mendocino winemakers led by John Cesano; one on how Millennials are changing wine buying. The site itself proved very welcoming to the concept and presenters. We had a robust crew of volunteers so all – guests, winemakers, chefs – were well taken care of. Media coverage to date has included a major spread in the relaunch of Santé magazine, a mention in the June issue of Wine Spectator, column by Bay Area Travel Writer Emma Karsov (calling the event “glorious”), and Johnonwine (“all day immersive celebration”). And finally, it must be said, an extraordinary amount of goodwill was extended to us by Mendocino County – the staff at Jaxon Keys, the winemaker associations, BARRA of Mendocino and many others. We were very blessed in that regard.

What could have worked better: attendance, at 150, fell very short of our anticipated attendance of 400. Surveys to winemakers, volunteers and guests after reveal the timing of June (and heat) was a major hindrance, as well as the relative anonymity of the site and location for a first-time event. We also ran into a last-minute snag confirming our permit with Caltrans due to heightened concern over left turns from the northbound lane of US 101 – the first time they have registered such concern at that site.