

# TASTE WASHINGTON WINE MONTH

## Get Curious. Get Tasting.

**Taste Washington Wine Month**—an entire month to taste local wines you’ve never tried before. WA wine fans like experimenting with new flavors and discovering new things.

This March let’s encourage them to **“Get curious. Get tasting.”** This might mean discovering a new favorite cab blend or finding a whole new type of wine they never knew they couldn’t live without.

Whether they attend **Taste Washington** events or buy wine from your tasting room, March is the month to encourage your customers to give in to their curiosity and sample bottles from our state’s 1,000+ wineries. This is a chance to have fun with the unique varieties Washington has to offer.

March is the month to showcase the wines your customers may not even be sure how to pronounce. Have fun and get creative with the **“Get curious. Get tasting.”** campaign.



## Ready to get started?

### 3 steps to make Wine Month a success!

#### 1. Make a plan.

Add key dates to your calendar such as dinners, tastings, special events, posting schedules and announcements plans. Check out our **Suggested Schedule** below for ideas.

#### 2. Spread the word.

Start announcing some of those plans. Tell your customer base, distribution network, and other favorite accounts – PLUS! Don’t forget to add your event to our website calendar [here](#).

#### 3. Take advantage of the [toolkit!](#)

Using our creative assets ensures the audience sees the same message multiple times. You’ll find everything you’ll need to print materials for display, customize your own images to share, and more.

## Download assets here.

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### CAMPAIGN ASSETS

- ▶ [How to use the overlay](#)
- ▶ [Download assets](#)

## SOCIAL POST MESSAGING EXAMPLES

We’re kicking off Taste Washington Wine Month with a huge social media push. Choose from one of these messages to post on day one to set the tone of experimentation and discovery all month long.

### Let the tasting begin!

Taste Washington Wine Month starts today! You’ve got 31 days to taste what makes WA great. It’s all about discovering wines you’ve never tried before. So get curious and get tasting.

### 31 days of tasting starts TODAY!

Taste Washington Wine Month is here! This month is all about discovery. How many new wines can you check off your ‘never tasted before’ list this month?

### 3...2...1...TASTE

Today is the first day of Taste Washington Wine Month—one month to taste wines you’ve never tried before... and maybe can’t even pronounce. Quench your curiosity starting today.

### KEEP POSTING ALL MONTH LONG!

It’s critical to keep the momentum going and remind people that March is the month to Taste Washington Wine—post often and tell them about your wine!

### EXAMPLE POSTS

#### Get Curious.

Quench your curiosity this March during Taste Washington Wine Month. This is the month to try something new.

#### Try Something New.

WA Wine rolls deep. How many new wines can you cross off your list this month?

#### Get Tasting.

Taste Washington Wine Month is here! Get your taste on all March long.



### Suggested Schedule:

**Early Feb:** Starting the beginning of February, use your own messaging and creative to tell your audiences that Taste Washington Wine Month is just around the corner.

**Mid Feb:** Remind your audience about important dates. Let them know about Taste Washington events and any upcoming promotions or discounts.

**Feb 24:** Let your audience know that Taste WA Wine Month is next week!

**March 1st:** This is the big one—announce Taste WA Wine Month. This post will help amplify our messaging, and spread the word about the campaign.

**March 10-17th:** Be sure to post if you’re participating in Taste Washington events this week.

**Mid-March:** Continue posting reminders about Taste Washington Wine Month.

**End of March:** Take some time to post a recap and thank everyone who participated or had fun trying something new this month. Bonus: Let them know that WA Wine Month is just around the corner.

### Notes on Hashtags:

Let’s keep this campaign connected! All social posts include the [@wa\\_state\\_wine](#) handle, [#WAWine](#), [#TasteWA](#) and [#TasteWashington](#) hashtags.

### Including Links:

Encourage users to learn more about Taste Washington Wine Month and find local events in their area by visiting [WAWineMonth.com](#).

### VISUAL ASSETS AVAILABLE:



**Need help with designing social images?** We recommend using the free version of [Canva.com](#) to help you design your own graphics.