



WINERY MARKETING COMMITTEE
MEETING MINUTES
April 3, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Wednesday April 3, 2024.

The meeting was called to order at 12:06pm.

Roll was called. Committee members Steve Felten, Jon Bjork, Jeremy Trettevik, Dan Panella, Todd Maley, Tanya McMahan, and James Boore along with Lexi Burns, Natalie Scotto, Tom Hoffman, Katie Bloudoff-Indelicato, Bettyann Spenker, Jenise Vierra, Rachele Spaletta, and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the March 6, 2024, meeting were reviewed and approved. Bjork/Maley carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Activities

Winery BID – Staff did not have any updates on the status of the Management District Plan and scheduled a meeting with the BID Steering Committee to discuss next steps once complete.

Lodi Wine & Chocolate (February 2-4, 2024) – Staff presented the committee with a final post event report (Exhibit B). The post event report included a recap of gross sales and preliminary profit as well as paid and organic social marketing efforts. Discussions around the 2025 event weekend, scheduled for February 14-16, 2025, include: hosting a larger scale dinner versus singular dinners at select wineries; promotion of the event earlier to hit an attendee goal of 3,000; and longer lead-time for advertising efforts.

Educational Programming – The Commission has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing, February through May 2024. Topics for the four workshops include: 1) Phone and email training; 2) Building awesome teams; 3) Saying no with grace; 4) Planting sales seeds for emotional connections to drive sales and loyalty; and 5) Wine club attrition/retention and driving incremental club revenue. Workshops are open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop are limited to two attendees per winery. The first two sessions were hosted on Tuesday, February 20, at 9:00am and Tuesday, March 26, at 9:00am. The



third session on advance hospitality techniques will be hosted on Tuesday, April 23, at 9:00am.

Technical Tasting Program – Todd Maley with moderator Mark Chandler will be hosting the first technical tasting on April 24 at 5:30pm at the Lodi Wine Visitor Center. The tasting is limited to 25 participants at a cost of \$20 per person. These tastings are a great way to engage winery and production staff to meet monthly to taste wines as a group to work on technical improvement in the region. The second tasting is proposed to be held on May 15 at the Lodi Wine Visitor Center.

Roadshows

Palm Desert Food & Wine (March 23 & 24, 2024) – Lodi secured 18 tables at this year's Palm Desert Food & Wine Festival and 17 wineries participated. Staff at the Lodi Wine table offered giveaways of tote bags and sunglasses in exchange for email subscribes and/or follows on Instagram. Staff captured 97 new email subscribers and 43 new followers on Instagram. Additionally, a save the date for Lodi Wine & Chocolate postcard was given out at the event with a promo code for discounted tickets for the 2025 event weekend. Staff presented the committee with a post event survey from the participating wineries. Feedback from the participating wineries included: great attendee demographic; great introduction of Lodi to new consumers; desire to be located in the main tent area and not hidden behind the main stage; ; observation that the liquor tent detracted from the wine tent. Three-fourths of winery attendees indicated they would be very likely/likely to participate at this event again.

Del Mar Food & Wine (October 5 & 6, 2024) – Staff has emailed wineries to gauge winery interest in Del Mar Wine & Food Festival. Five wineries have expressed interest thus far.

Festival of Forgotten Grapes (June 29, 2024) – The Commission will be hosting a single table to showcase six different Lodi producers at the event in Los Angeles.

Dress Up Wine Down (May 18, 2024) – Dress Up Wine Down will be returning May 18. This is a partnership between The Handle District, Sacramento Fashion Week, and Lodi Wine. This Lodi-exclusive tasting and fashion show will take place on Capitol Avenue between 18th and 19th streets. Expected attendance is 500-750. The committee confirmed the proposed event time as 5:00 to 7:00pm. Staff has received interest from 19 wineries to participate; we can have up to 20.

2023-24 Year-to-Date Budget Review

A budget for period ending January 2024 was reviewed. There were no questions.

Reports from Other LWC Committees

Grower Marketing Committee



Export Marketing – The Commission hosted a Lodi in London event before ProWein, 12 wineries participated at three different events. One was a masterclass with Tegan Passalacqua, followed by a trade tasting, and then dinner. Our staff worked with the Wine Institute team based in London to organize and utilize Market Access Program (MAP) dollars available through Wine Institute.

Ongoing Media Visits – Staff has confirmed Tonya Pitts with Wine Enthusiast will be the new Lodi wine taster. Tonya Pitts and Anna Christine Cabrales, the tasting director with Wine Enthusiast, will be visiting in May for a two-day immersion trip.

Social Media Seminar – Staff is putting together a social media seminar for wineries and winegrape growers for June. This seminar will have a panel of out-of-the-area speakers to discuss best practices when using social media for marketing.

CWEF

Lodi Wine Experience 2024 – Staff reported Lodi Wine Experience will not be held in 2024 due to closure of Lodi Lake (March-July) and budgetary constraints.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting will be held at 9:00am on Wednesday, April 3.

Adjourn

The meeting was adjourned at 1:20pm.

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).



WINERY MARKETING COMMITTEE
MEETING MINUTES
March 6, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 10:00am on Wednesday March 6, 2024.

The meeting was called to order at 10:00am.

Roll was called. Committee members Steve Felten, Jon Bjork, Jorja Lerner, Jeremy Trettevik, Dan Panella, Todd Maley, and James Boore along with Lexi Burns, Denise Gage, Natalie Scotto, Tom Hoffman, Katie Bloudoff-Indelicato, Mitch Spaletta, Rachele Spaletta, and staff Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the February 8, 2024, meeting were reviewed and approved. Bjork/Lerner carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Activities

Winery BID – CIVITAS is in the process of completing the Management District Plan (MDP) – the legal document that would guide the formation and operation of the district. Once/if the MDP is approved by the county, wineries will have the option to sign in support. Katie Bloudoff-Indelicato and Stuart Spencer met with CIVITAS to work on the formation of the non-profit 501(c)(6) which will receive the funds. Bylaws are currently being drafted and will provide answers to specific areas in the categories of management (number of board members, elections, officers, etc.) and budget. The petition process can begin at the end of April or early May. If the BID is approved by July 1, the community can expect to receive initial funds as early as October 2024.

Lodi Wine & Chocolate (February 2-4, 2024) – Staff presented the committee with a preliminary post event report (Exhibit B). Seven wineries participated in Friday Winery Experiences. A total of 148 tickets out of 199 tickets were sold with a net sale of \$16,720, compared to \$15,625 in 2023. Thirty-seven wineries participated in Saturday Winery Tours. A total of 2,176 tickets were sold for a net sale of \$137,945, compared to \$158,100 in 2023. Twenty-one wineries participated in Sunday Winemaker's Toast. The event sold 193 out of 200 tickets for a net sale of \$17,385, compared to 228 out of 300 sold for a net sale of \$20,900 in 2023.

Attendees came from California and 20 other states with 1,293 attendees coming from Lodi and the surrounding area. Another 370 attendees came from greater Sacramento



area while 207 came from the greater Bay Area. A total of 57% of attendees were between ages 26-54; 41% were aged 55+; and >1% were aged under 25. A total of 35% of attendees indicated a HHI of \$100,000 to \$200,000 while 21% indicated a HHI of \$50,000 to \$100,000. Fifty-eight percent of attendees indicated possession of a bachelor's degree or higher.

Educational Programming – The Commission is partnering with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing, February through May 2024. Topics for the four workshops include: 1) Phone and email training; 2) Building awesome teams; 3) Saying no with grace; 4) Planting sales seeds for emotional connections to drive sales and loyalty; and 5) Wine club attrition/retention and driving incremental club revenue. Workshops will be open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop will be limited to two attendees per winery. The first session was hosted on Tuesday, February 20, at 9:00am, and the next session on building awesome teams will take place on Tuesday, March 26, at 9:00am.

Technical Tasting Program – Todd Maley proposed the idea of having winery and production staff meet monthly to taste wines as a group to work on technical improvement in the region. Todd discussed hosting the first event on April 24 at 5:30pm at the Lodi Wine Visitor Center, it would be limited to 25 participants, and cost \$20 per person. Mark Chandler would moderate the first tasting.

Roadshows

Palm Desert Food & Wine (March 23 & 24, 2024) – Lodi has secured 18 tables at this year's Palm Desert Food & Wine Festival. Staff prepared and presented a one-page document for ways wineries can maximize their return on investment when participating at Lodi-sponsored events.

Del Mar Food & Wine (October 5 & 6, 2024) – Staff has emailed wineries to gauge winery interest in Del Mar Wine & Food Festival. Five wineries have expressed interest thus far.

Festival of Forgotten Grapes (June 29, 2024) – Staff is still evaluating Festival of Forgotten Grapes in Los Angeles. The proposed idea is purchase either a single table to multiple tables and allow wineries to split table costs for those interested in participating.

Dress Up Wine Down (May 18, 2024) – Dress Up Wine Down will be returning May 18. This will be a partnership between Handle's District, Sacramento Fashion Week, and Lodi Wine. This Lodi-exclusive tasting and fashion show will take place on Capital Avenue between 18th and 19th streets. Expected attendance is 500-750. The committee confirmed the proposed event time as 5:00 to 7:30pm. A notice to participate will be sent to the winery community within the next two weeks.



2023-24 Year-to-Date Budget Review

A budget for period ending January 2024 was reviewed. There were no questions.

Reports from Other LWC Committees

Grower Marketing Committee

Export Marketing – The Commission is looking into innovative ways to utilize Market Access Program (MAP) dollars available through Wine Institute to host small events in international markets. Markets of interest include Denmark, Netherlands, England, and Canada. Working with the Wine Institute team, we will be holding an event in London on March 7 which focuses on old vine wines and BBQ.

The Institute of Masters of Wine (2024) – The Commission hosted a Lodi tour for Masters of Wine students on February 10 and 11, 2024. A total of 22 students and two MWs attended.

CWEF

Lodi Wine Experience 2024 – Staff reported Lodi Wine Experience will not be held in 2024 due to closure of Lodi Lake (March-July) and budgetary constraints.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting will be held at 12:00pm on Wednesday, April 3.

Adjourn

The meeting was adjourned at 11:58am.

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).

LODI
WINE
— & —
CHOCOLATE

February 2-4, 2024

Final Report

LODI W&C – FINAL REPORT

EVENT GOALS

PRIMARY

- ✔ Generate revenue (fundraiser)
- ✔ Elevate the region and wines
- ✔ Drive visitation and grow customer base

CONSIDERATION

- ✔ Improve upon event structure to serve wineries better



LODI W&C – FINAL REPORT

FRIDAY EXPERIENCES

Ticket Price

\$75-125

Tickets Sold

148 / 199 compared to 129 / 132 (2023)

Gross Sales

\$16,720 compared to \$15,625 (2023)

Customer Feedback

81% Satisfied/extremely satisfied with atmosphere

81% Satisfied/extremely satisfied with hospitality

73% Satisfied/extremely satisfied with food/wine quality

69% Satisfied/extremely satisfied with value for ticket price

72% Very likely/likely to recommend Friday Winery Experience



7 PARTICIPATING WINERIES +2 from 2023

Heritage Oak, Housley's Century Oak, Peltier, Oak Farm, Rippey at Lodi Vintners, St. Amant, The Dancing Fox

LODI W&C – FINAL REPORT

SATURDAY WINERY TOURS

Ticket Price

\$75 (\$65 wine club; \$55 early bird discount)

Tickets Sold

2,176 / 3,000 (328 at \$65; 607 at \$55, 133 comp)
compared to 2,359 (2023), 2,221 (2022), 4,562 (2020)

Gross Sales

\$137,945 *compared to \$158.1K (2023), \$150.7K (2022), \$229K (2020)*

Customer Feedback

86% Satisfied/extremely satisfied with atmosphere

91% Satisfied/extremely satisfied with hospitality

83% Satisfied/extremely satisfied with # of wineries

61% Satisfied/extremely satisfied with value for ticket price

84% Very likely/Likely to recommend Saturday Winery Tours

37 PARTICIPATING WINERIES -5 from 2023

Barsetti, Bokisch, Cabana, Calivines, Cellardoor, Dancing Fox, d'Art, Delta Artisan, Drava, E2, Estate Crush, GoodMills, Grace, Hanford, Harmony, Housley's, Intercoastal, Jeremy, Klinker Brick, Lodi Crush, m2, Macchia, McCay, McConnell, Mettler, Nostra Vita, Oak Farm, Oak Ridge, One Way, Peirano, POND, Rippey, Scotto's, Spenker, St.Amant, Stama, Valensin



LODI W&C – FINAL REPORT

SUNDAY WINEMAKER'S TOAST

Ticket Price

\$95

Tickets Sold

193 / 200 *compared to 228/300 (2023), 325/325 (2022)*

Gross Sales

\$17,385 *compared to \$20,900 (2023), \$29,547 (2022)*

Customer Feedback

54% Satisfied/extremely satisfied with atmosphere

88% Satisfied/extremely satisfied with hospitality

88% Satisfied/extremely satisfied with quality of wine

92% Satisfied/extremely satisfied with quality of food

58% Satisfied/extremely satisfied with value for ticket price

52% Very likely/likely to recommend Sunday Winemaker's Toast



21 PARTICIPATING WINERIES -3 from 2023

Acquiesce, Anaya, Bokisch, Cabana, Christopher Cellars, Harney, Heritage Oak, Intercoastal, Ironstone, Klinker Brick, Lucas, m2, Nostra Vita, Oak Farm, Peltier, PRIE, Rescue Dog, Scotto's, St.Amant, St. Jorge, Van Ruiten

LODI W&C – FINAL REPORT

SALES & CUSTOMER OVERVIEW

Gross Sales

\$172,050 *compared to \$196,155 (2023), \$199,744 (2022), \$238,460 (2020)*

Tickets Sold

2,517 across 3 events

Audience

2,466 California + 20 other states

(1,293 Lodi & surrounding; 370 greater Sacramento; 207 greater Bay Area; 508 all other California)

57% Ages 26-54; 41% 55+; under 1% under 25

35% HHI \$100K-\$200K+; 21% \$50K-\$100K

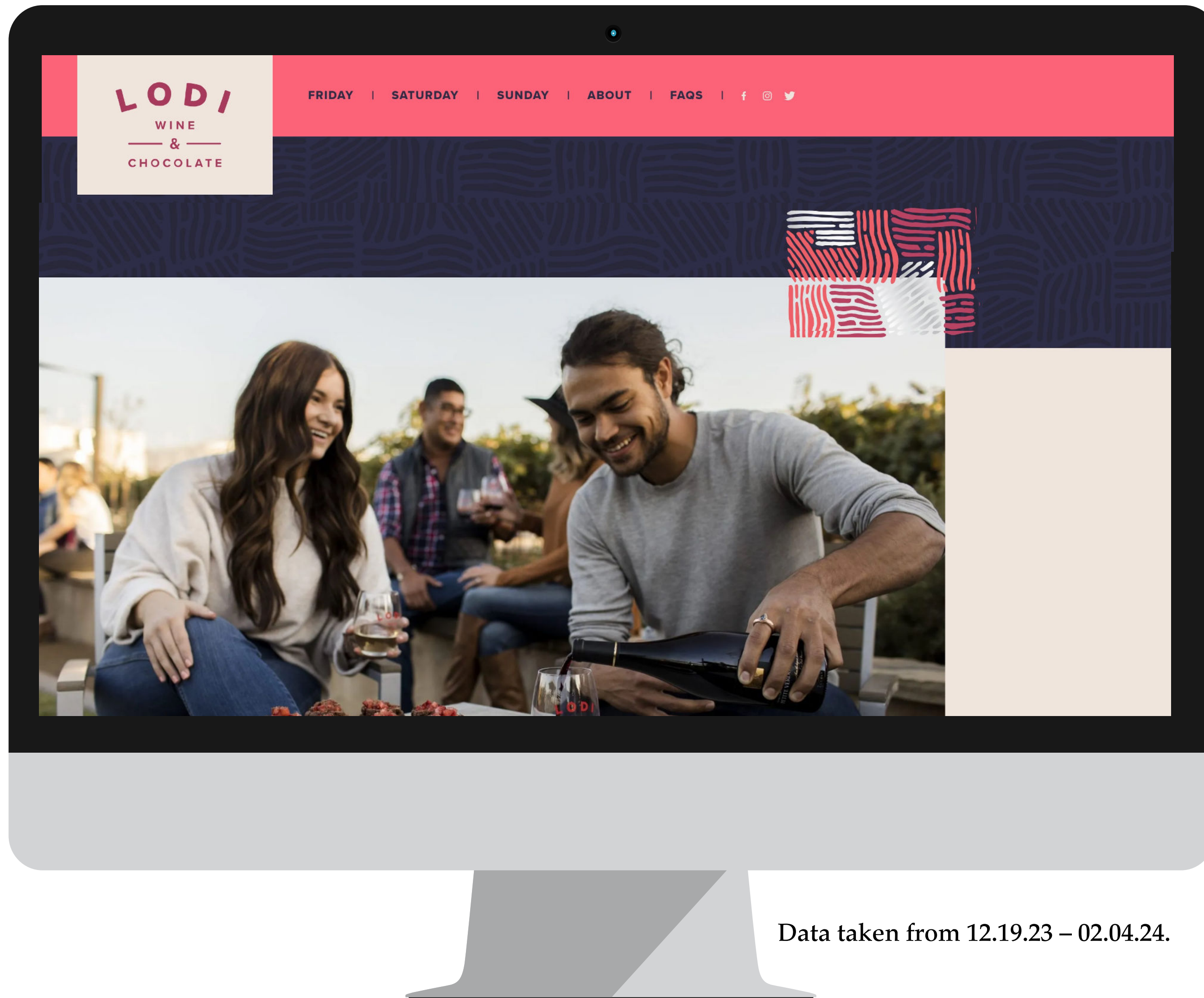
58% Bachelor's degree or higher

62% White/Caucasian, 21% Hispanic, 5% Multiple ethnicity



LODI W&C – FINAL REPORT

LODIWINEANDCHOCOLATE.COM – WEBSITE TRAFFIC



Data taken from 12.19.23 – 02.04.24.

Site Visitors

13,037

Pageviews

39,622

Top Page: Homepage

11,872 views

Followed by Saturday Event, Saturday Wineries, Friday Event, Sunday Event

Click Throughs

4,153

To Ticketsauce ticketing platform

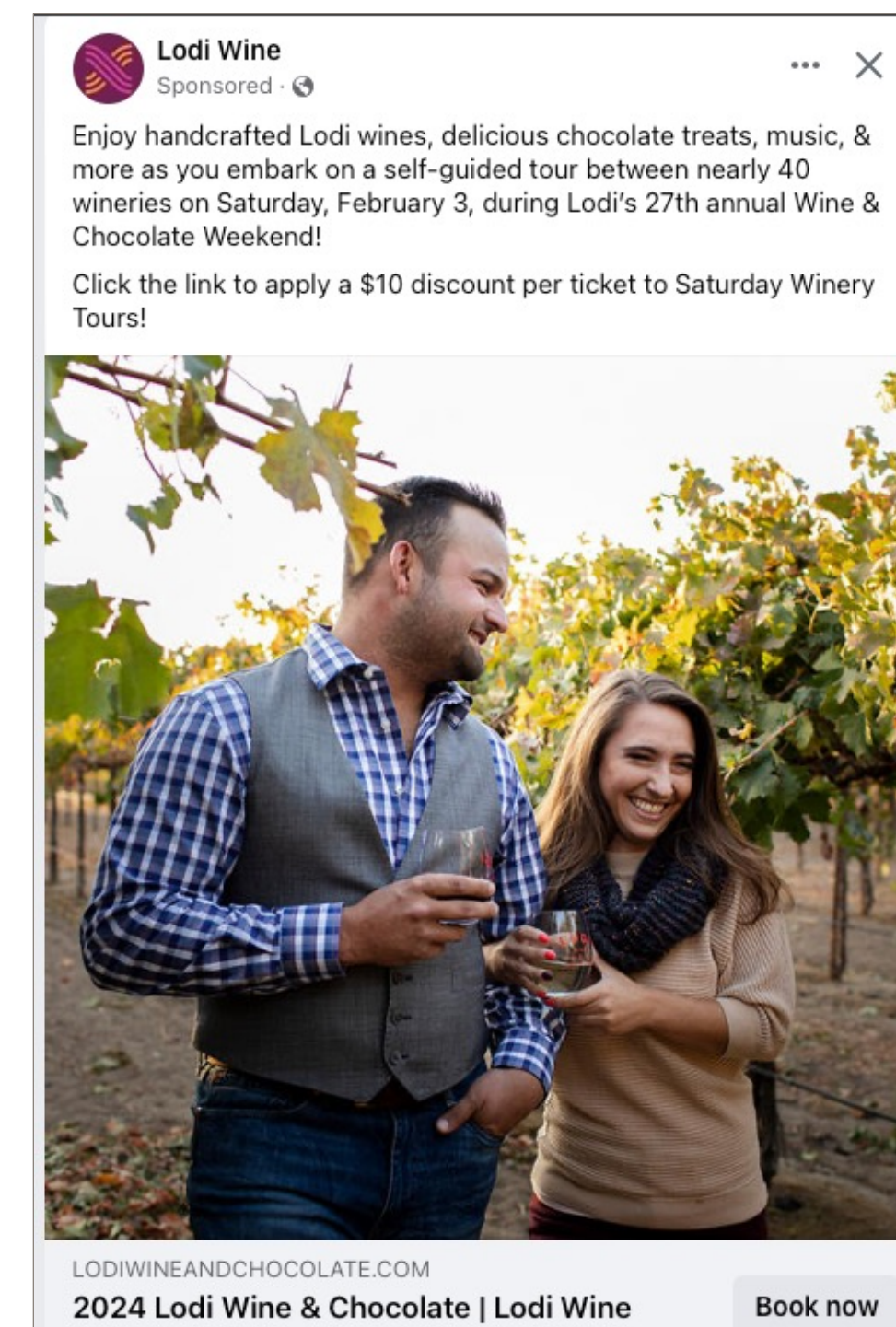
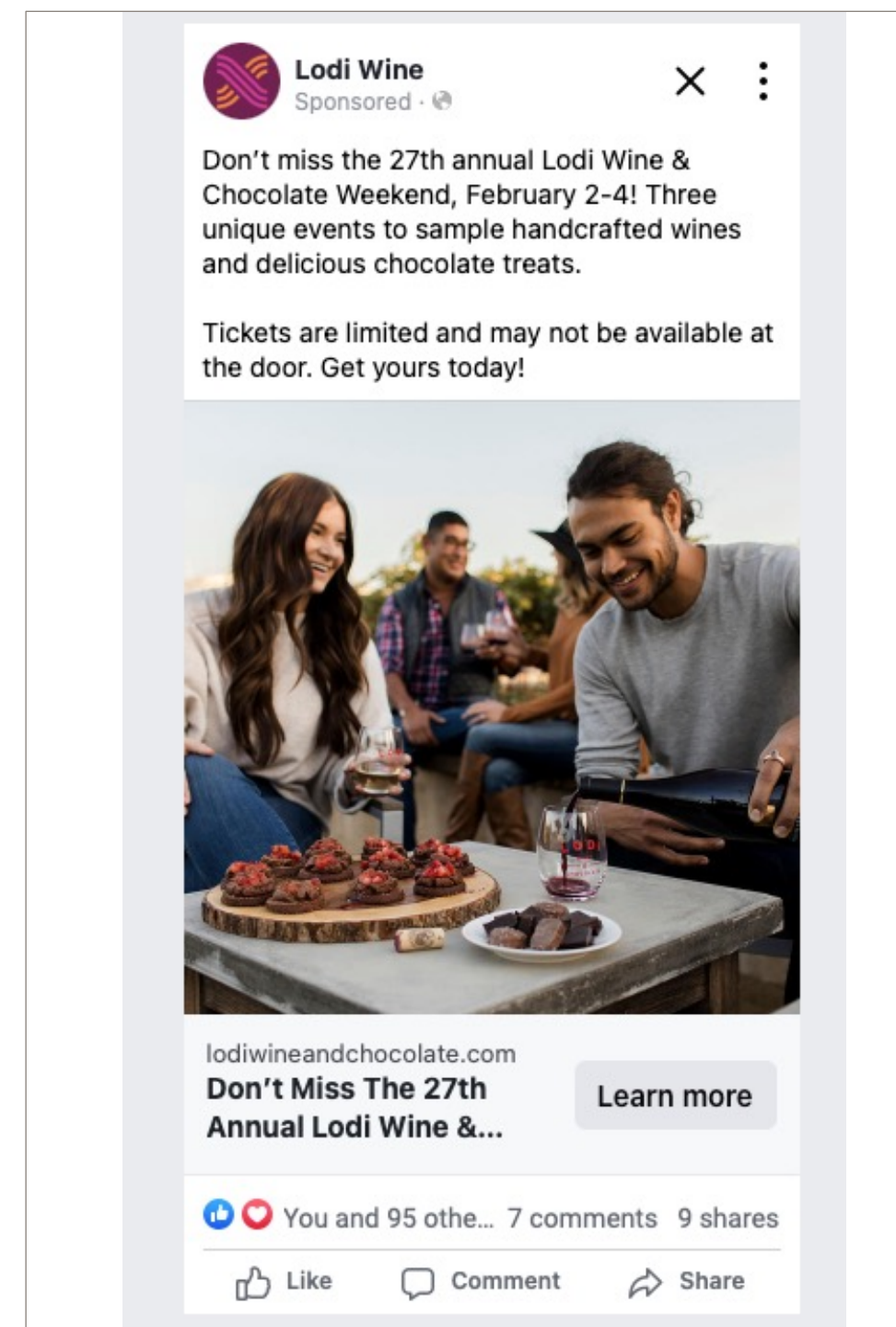
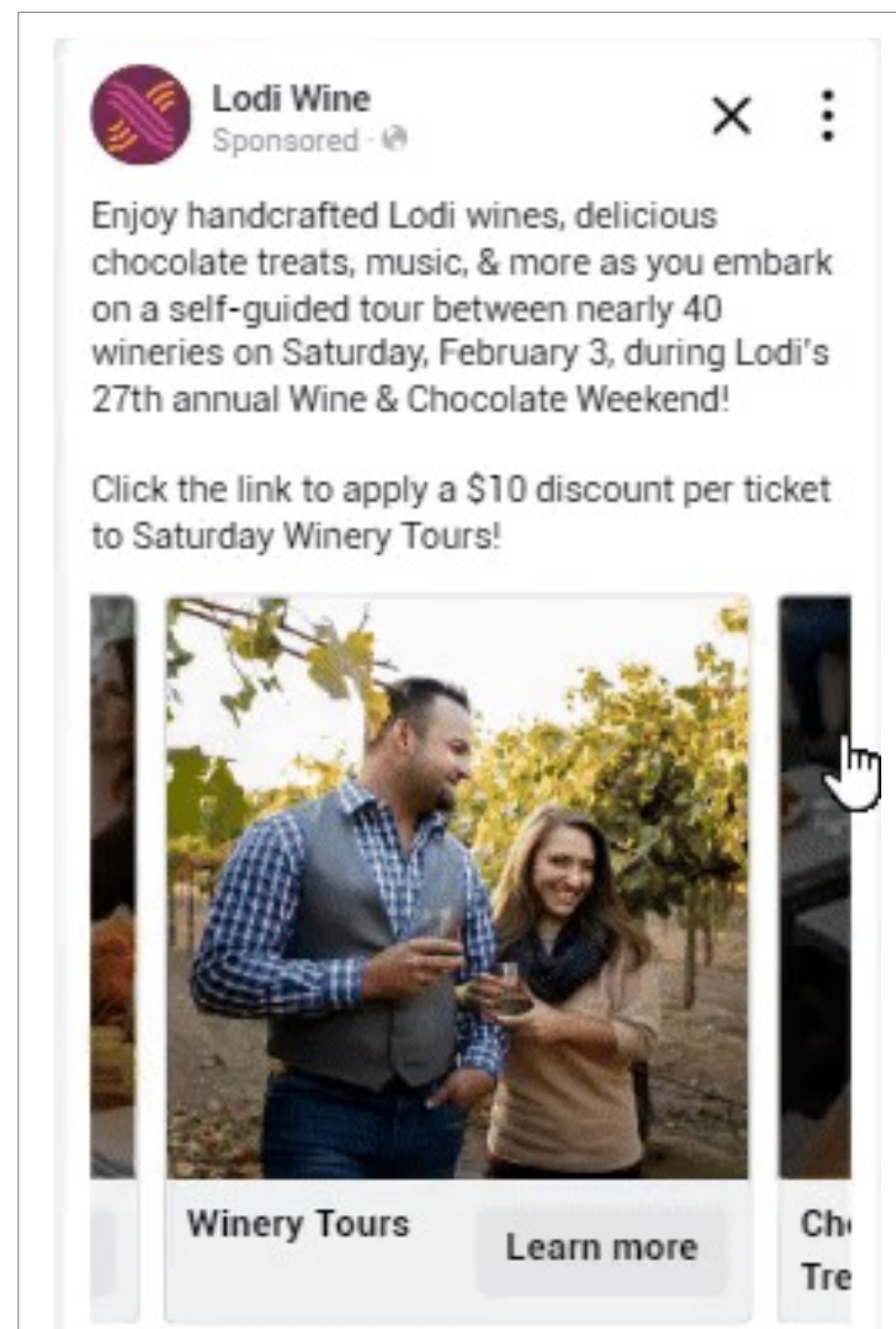
Top Location

San Jose

Top cities: Sacramento, Stockton, San Francisco, Lodi, San Jose, Elk Grove, Seattle, Modesto, Los Angeles

LODI W&C – FINAL REPORT

FACEBOOK / INSTAGRAM – PAID ADVERTISING



Campaign Objectives & Targeting

Objective: Traffic

Run: January 19 – February 2

Geo: San Francisco + 30 mile-radius, Sacramento + 30-mile radius

Demographics: 21-55+, custom lists (social engagement with Lodi Wine FB/IG, past ticket purchasers, website visitors retarget)

Interest targeting: Wine enthusiasts, winery & vineyard interests, wine types (red, white, etc.), date night, travel

Impressions
711,610

Engagement
17,785

(likes, comments, shares, saves)

Eng. Rate by IMP
2.50%

Link Clicks
13,492

Click Through
1.97%

Industry benchmark is 0.90%

LODI W&C – FINAL REPORT

INSTAGRAM – PAID INFLUENCER MARKETING



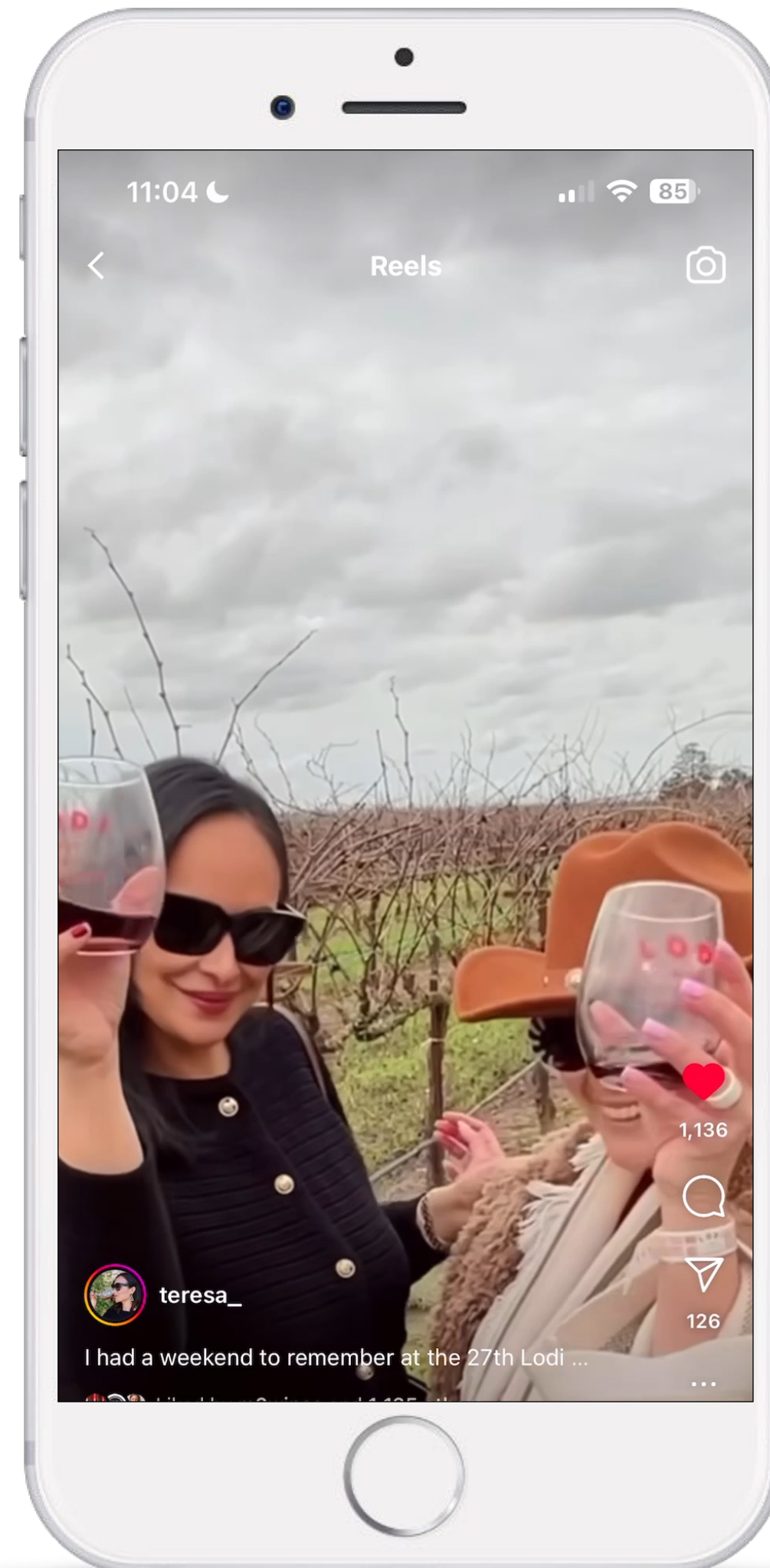
Teresa Barajas
@teresa_ (147K Followers)



Maddy Edmunds
@maddyedmunds (101K Followers)



Madison Frizzi
@twohungrybroads (8K Followers)



Reels
5

Engagement
3,506
(likes, comments, shares, saves)

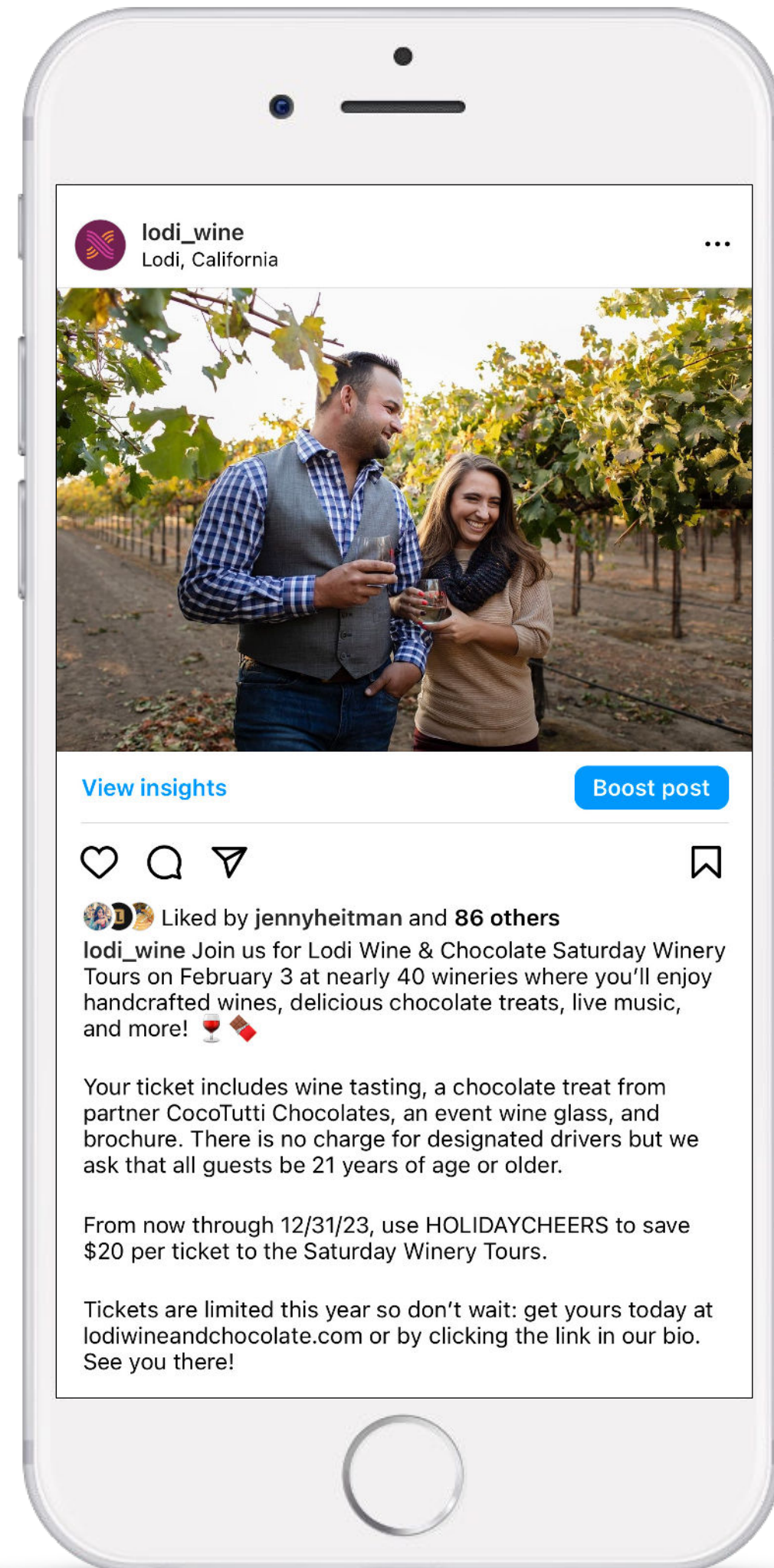
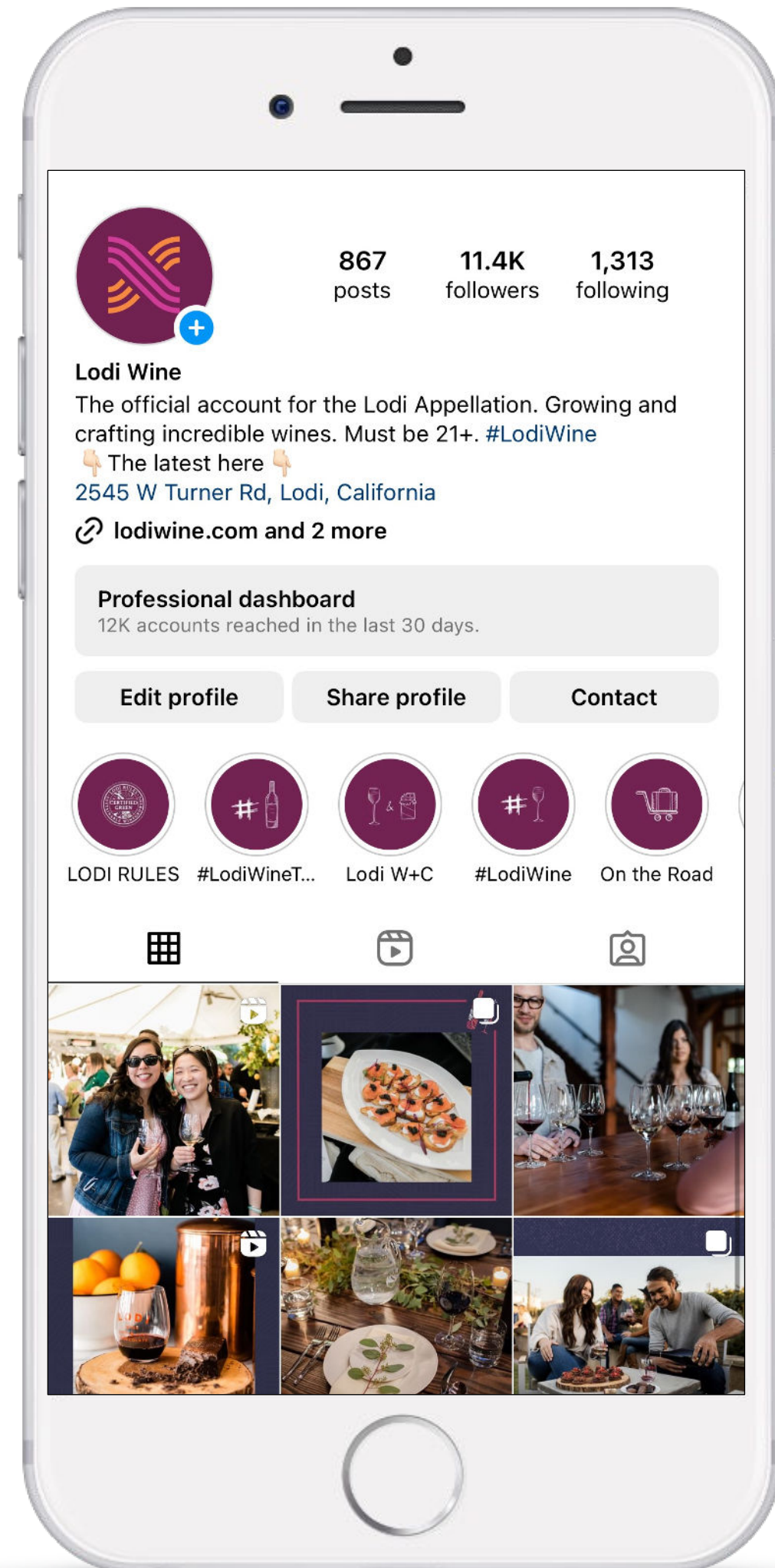
Plays
76,997

Reach
79,789
68,257 Followers; 11,532 Non-Followers

Eng. Rate by Reach (ERR)
4.39%
(Industry ERR avg. is 1.35%)

LODI W&C – FINAL REPORT

INSTAGRAM – UNPAID ADVERTISING



Posts / Reels

7 / 3

Impressions

20,086

Reach

16,227

Engagement

1,050

(likes, comments, shares, saves, page visits)

Eng. Rate by Reach (ERR)

6.47%

(Industry ERR avg. is 1.35%)

New Followers

303

LODI W&C – FINAL REPORT

EMAIL MARKETING

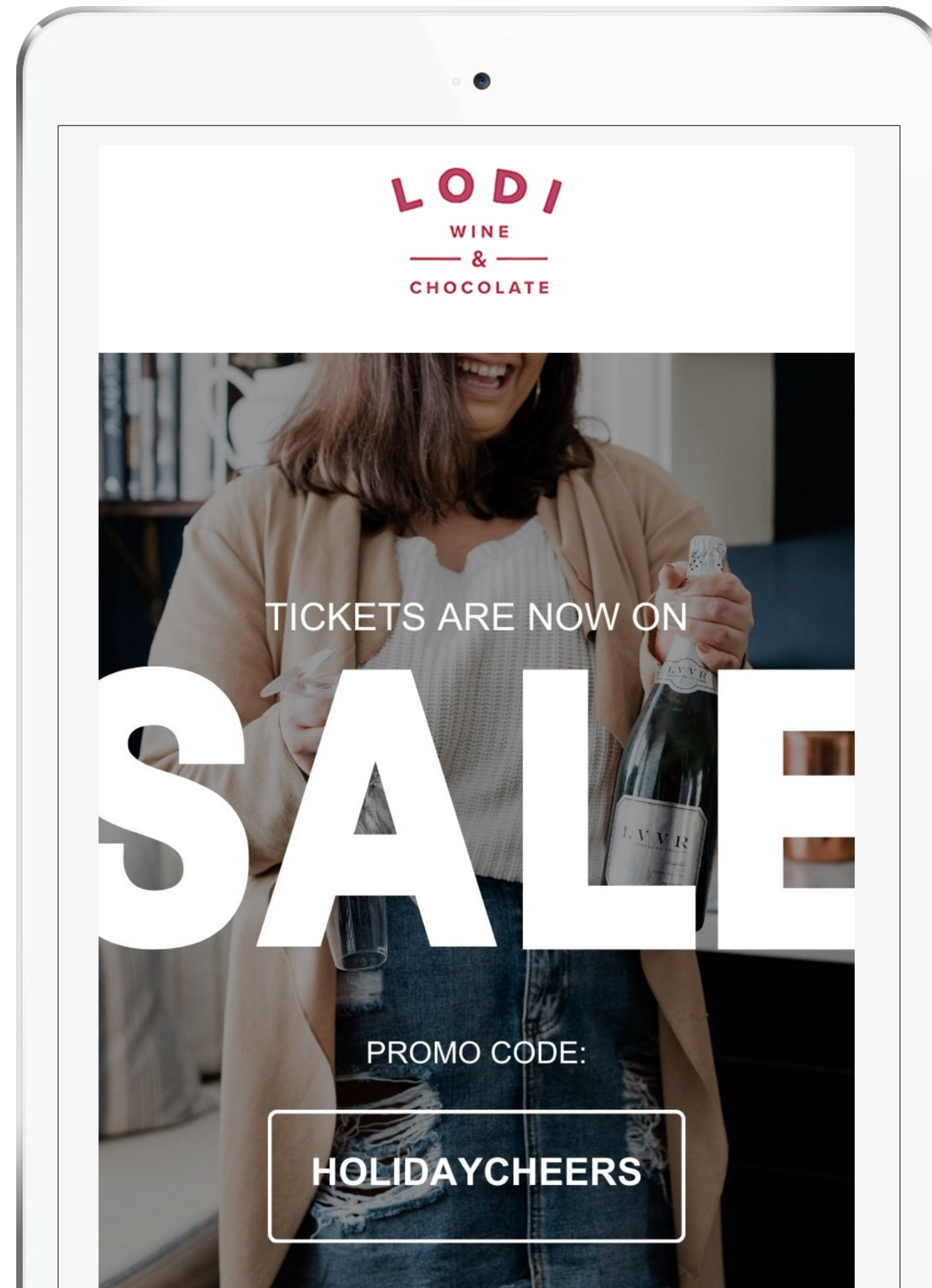
Emails
17

Opens/Impressions
52,028
avg. 3,060 / send

Clicks
3,113
avg. 183.11 / send

Click To Open Rate
5.98%

CTOR = click to open rate (clicks / opens x 100). Measure of quality of content. Avg. ag & food industry is 3.6%.



LODI
WINE
&
CHOCOLATE



Don't miss it!

Join us for the third annual Lodi Wine & Chocolate Weekend [Winemakers](#) on Sunday, February 4, at the Lodi Wine Visitor Center and Cellar Room at Wine & Roses.

You'll enjoy sampling some of Lodi's best sparkling, white, and rosé wines [22 wineries](#) alongside small bites made from locally grown food, carefully crafted by the culinary team at Wine & Roses. To further delight, [CocoTutti Chocolates](#) will be offering a variety of decadent treats for sample and sale.

To avoid disappointment, we encourage you to book today as tickets are limited in number and will not be available at the door. Your ticket includes all wine, food, and a 19.5-ounce long stem wine glass.

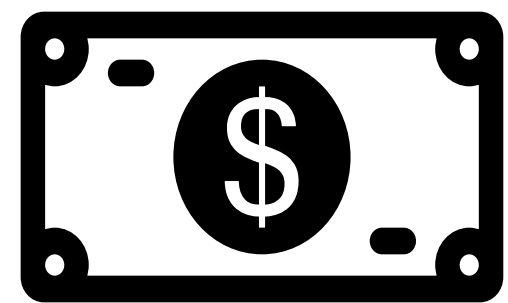
[PURCHASE TICKETS](#)

[THE MENU](#)

LODI W&C – FINAL REPORT

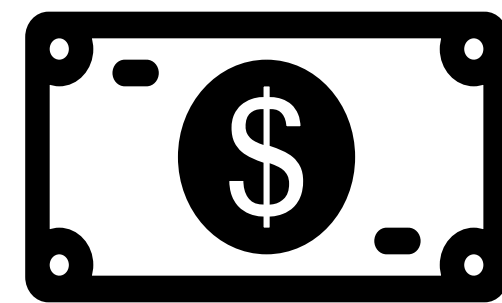
RESULTS RECAP

Leveraged paid partners/influencers to deliver integrated (digital, social) marketing to target audiences while augmenting efforts on Lodi Wine owned channels to effectively and efficiently promote the event.



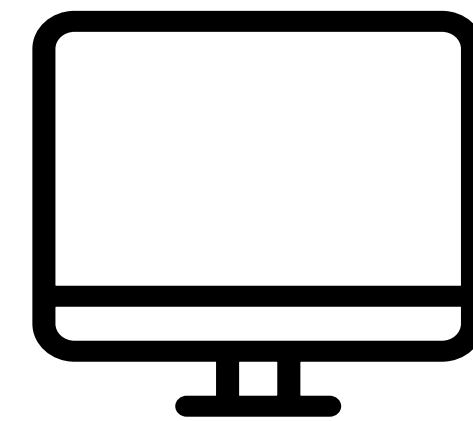
\$172K

Gross Sales



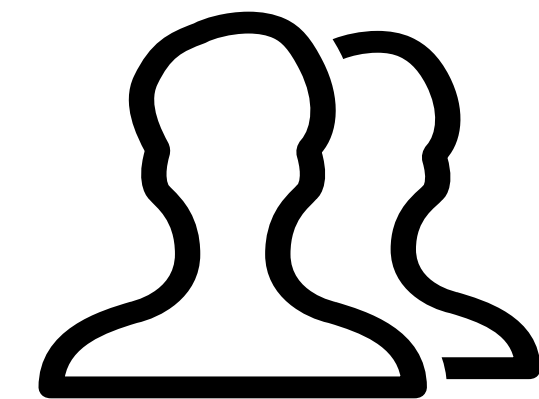
\$123K

Profit



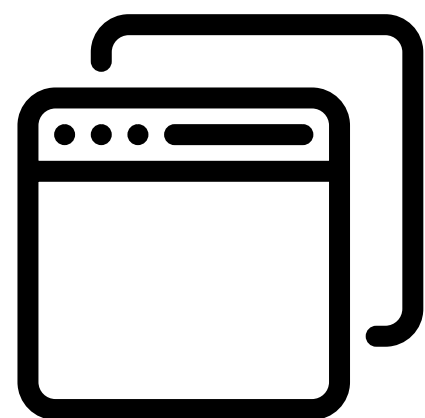
13,037

Website Traffic



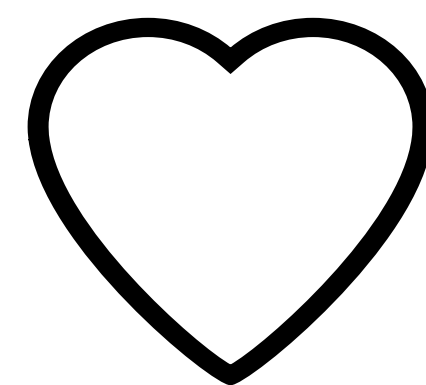
2,466

Visitors to Lodi



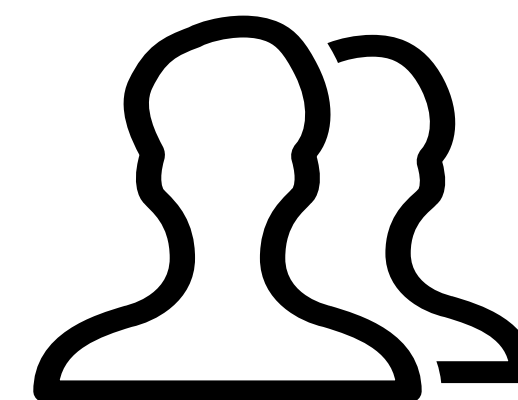
860,721

Impressions



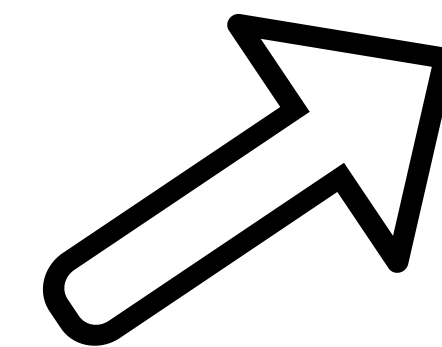
22.4K

Social Engagement



303

IG Followers



2.8%

IG Growth Rate



SAVE THE DATE

February 14-16, 2025

Thank you