

# 20 GROWER-FRIENDLY MARKETING INITIATIVES

Marketing of grapes, vineyards, and wine that growers can do.

by Stephanie Bolton, PhD, Lodi Winegrape Commission

- ☐ Buy wine and share it.
- ☐ Put out vineyard signs.
- ☐ Vineyard tech sheets.
- ☐ Instagram.
- ☐ Photography/Videography.
- ☐ Agritourism.
- ☐ Make and carry a business card.
- ☐ Non-grape crops.
- ☐ Cover crop/hedgerow bouquets.
- ☐ Invite people to dinner.
- ☐ Send thank you cards.
- ☐ Support California restaurants and groceries.
- ☐ Volunteer.
- ☐ Talk to drivers.
- ☐ Go to restaurant bars during off hours.
- ☐ Get out of town.
- ☐ Host a Vino & Vinyls night.
- ☐ Plant flowers along your vineyard roadways.
- ☐ Seek collaborations and partnerships.
- ☐ Pass out wooden nickels.

