

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.

