



ROSÉ CAMPAIGN

The Virginia Wine Board Marketing Office is launching a digital marketing campaign to promote Virginia Rosé. The campaign will be accompanied by colorful graphics and encourage consumers to enjoy rosé on National Rosé Day (6/13) and throughout the first part of the summer.

CAMPAIGN INITIATIVES

- Social media advertisements targeted to Virginia wine consumers in the VA & D.C. area.
- Social media giveaway of stemless glasses on the @vawine Instagram.
- Rosé landing page linking to a rosé themed Spotify playlist, recommended pairings and blog post.
- Postcards sent to Virginia wineries and trade partners.
- Rosé promotions and events with featured trade partners.

ROSÉ LISTING

- Be sure your available rosés are listed on your winery profile on virginiawine.org.
- Check here- www.virginiawine.org/wineries/results?location=®ion=&wine_categories%5B%5D=33
- If you need assistance adding your wine, contact information@virginiawine.org.

HOW TO PARTICIPATE

- Share the animated graphic on National Rosé Day. Sharable files will be available leading up to 6/13.
- Offer specials surrounding your rosé.
- Create suggested pairings for customers to try at home or partner with a local restaurant.
- Host virtual tastings with other winemakers to highlight various rosés from Virginia.
- Offer rosé bundles in partnership with other Virginia wineries.