



Strategy Overview

- Mission & Vision
- Ambition
- What Needs to Be True?
- Foundation
- Strategic Pillars
 - Pillar Tactics
 - Potential Metrics
- Timeline



Content

The Idaho Wine Commission is the united voice to market, promote and champion all Idaho's wine growers and winemakers.

Sustain a growing wine industry respected for its committed growers and producers, passionate consumers and distinctive wines.

Mission Vision

To be the best, not the biggest,
wine growing region in the Pacific Northwest.

Ambition

What Needs to Be True?

The wine has to be
great.

The right people
need to know about,
and love the wine.

Continued momentum in successful local marketing and PR to use as foundation for strategic work over next 5-10 years

Foundation

Build a base of passionate industry ambassadors to champion Idaho wine

We'll endeavor to build strong relationships with strategic industry tastemakers through targeted campaigns and efforts.



#idwini



Pillar Tactics

Identify and Engage Key Influencers

Create a list of key industry tastemakers, including wine critics, sommeliers, influential wine bloggers, and media journalists, particularly those with an affinity for Pacific Northwest wines. Develop a targeted campaign, including exclusive tasting events, to engage them with Idaho wine's unique selling points.

Collaborations with Restaurants/Chefs

Forge partnerships with well-known chefs and high-profile restaurants to feature Idaho wines. This can help enhance the region's prestige and introduce Idaho wines to culinary enthusiasts who value quality.

Ambassador Program

Develop an ambassador program that recruits regional & local culinary and wine professionals who are passionate about Idaho wines. Provide them with the tools and information needed to effectively promote Idaho wines in their circles and at industry events.

Marketing

Continued focus in trade publication features and local winemakers participating in wine competitions both within the U.S. and internationally. Focus on mediums that attract significant industry attention and have the potential to elevate the profile of Idaho wines among buyers and distributors.

Current Projects

Identify and Engage Key

Influencers

- Social Media - paid influencers
 - Boosting Social Media
 - Best Case Scenario
 - Ongoing Media Relations
 - JancisRobinson.com
 - Boise Dev
 - Media Kit and Resource Page
 - Virtual Media Mission
 - Seattle Media Mission
 - New York Media Mission
- Media Journalist visits
 - Lewis Clark Valley FAM Trip
 - Snake River / Eagle Foothills FAM Trip



Current Projects

Ambassador Program

- Ilene Dudenake - A New Vintage Wine Shop
- Sonnay Alvarez - Altanto Vino
- Boise Co-op Wine Shop
- Sunnyslope Wine Trail
- Kade Casciato
- Tim Donahue
- SWITA



Current Projects

Collaborations with

Restaurants/Chefs

- New York Media Tour with Visit Boise featuring Journalist Dinner
- Continued Partnerships with Anthony's, Chandlers, Porterhouse, Peaceful Belly
- Focus on local restaurants and encourage them to sell Idaho wine

Current Projects

Marketing

- Boise Airport Advertising
- Wine Folly
- Grocery Store Activation
- Consumer email program
- Website
- Wine and Cider Guide
- Brand Evolution
- Market Savor Idaho
- Idaho Winter Wine Weekends
- Idaho Wine Month Campaign
- Wine Region Photography and Videography
- Corkscrew Blog
- Owning Idaho's Patio Season
- Sell out Savor Idaho
- Don't Be So Surprised Marketing
- Get The Facts about Idaho Wine and Cider
- *Economic Impact**
- Perfect Blend of paid and earned
- The Perfect Pairing Video Series
- 10 Ways to Support Idaho Wine and Cider - Holiday Series
- Best Case Scenario

Potential Metrics

Consumer Surveys

Website Traffic



Upcoming Projects

Marketing Projects which begin in October / November 2024

- The Best Blend
- Growing Awareness with new and established audiences near and far
- Get Outside with Idaho Wine
- Reaching the next generation of Idaho Wine Drinkers
- Savor's 15th Anniversary Birthday Bash
- Visit Idaho Wine Country Media FAM
- Best Case Scenario
- Vineyard Recognition

Build a stronger industry community through engagement & education

We'll endeavor to build programs that the Idaho wine community will actively want to engage with due to the clear value they bring to industry participants, with a focus on being the rising tide of the Idaho wine industry.





Pillar Tactics

Recognition & Awards Program

Create a recognition program that celebrates innovation, quality, and sustainability in the Idaho wine industry. This could help motivate producers to strive for excellence and increase the visibility of high-quality Idaho wines.

In-Person & Online Networking

Organize regular networking events, workshops, and seminars for local wine industry professionals. Develop an online platform where Idaho industry members can share knowledge, ask questions, and collaborate on projects and access valuable online resources.

Educational Programing and Opportunities

Partner with educational institutions and industry experts to offer courses and talks tailored to the Idaho wine industry. Focus on areas that could directly impact the quality and reputation of Idaho wines, such as advanced viticulture, winemaking techniques, marketing, and industry updates. Organize technical workshops and field days that provide hands-on learning opportunities about advanced viticulture and winemaking practices. These events can facilitate the exchange of knowledge and foster a culture of continuous improvement among Idaho wine producers.

A photograph of a vineyard at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The foreground is filled with lush green grapevines, some with clusters of grapes. The background shows a flat landscape under a clear sky.

Current Projects

Recognition & Awards Program

- Wine Competitions
 - The Idaho Wine and Cider Competition
 - Going beyond Gold
- Industry Impact Award
- Lifetime Achievement Award
- Scholarship Funding

A photograph of a vineyard at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The foreground is filled with lush green grapevines, some with clusters of grapes. The background shows a flat landscape under a clear sky.

Current Projects

In-Person & Online Networking

- Pour it Out Series
- Industry Nights
- Receptions
 - Idaho Wine Competition
 - Annual Meeting
- Vineyard roundtables
- Winery roundtables



Current Projects

Educational Programing and Opportunities

- Winery Focused Education
- Vineyard Focused Education
- Industry Travel Funds
- Annual Meeting Speakers
- Tasting Room Field Trip
- Vineyard Field Trip
- Educational Speakers to Idaho
- UC Davis Executive Program
- BSU Education Seminars
- Weather Station Program
- Soil Health Grant in collaboration with U of I
- Sommeliers in Idaho to present on wines of the World to winemakers

Potential Metrics

% of wineries
% of vineyards
% of cideries
Attending Events

Quality of Educational
Opportunities (as
judged by members)

of total Industry
Members Engaged per
Year

Timeline

	Foundational (1-2 Years)	Developmental (3-4 Years)	Aspirational (5+ Years)
Identify and Engage Key Influencers			
Trade Publications & Wine Competitions			
Workshops & Field Days			
Educational Program Series			
In-Person Networking Events			
Recognition & Awards Program			
Ambassador Program			
Collaborations with Renowned Chefs			
Online Platform			

