



# JARVIS COMMUNICATIONS AUCTION PACKET

## INTRO TO JARVIS COMMUNICATIONS

Jarvis Communications, Inc. creates and manages public relations programs for companies, people and brands in the wine, spirits, restaurant and travel industries. We focus on media relations because we believe that positive media coverage is an essential component of any marketing and sales strategy. We pitch the publications both trade and consumers read, the radio shows and podcasts they tune in to, and the television shows they watch, creating an awareness in the media and public at-large that positively impacts our clients' businesses, brands, profiles, reputations and bottom line.

We were honored to have played a role in the tremendous success of the Willamette Valley's third annual Willamette: The Pinot Noir Auction. The 2018 auction events were attended by 17 members of the media, including several newcomers to the auction, and five out-of-town writers who were hosted by the Willamette Valley Wineries Association. Through our efforts, the auction received approximately 50 pieces of media coverage and counting, and news on the auction results ran in over 150 news outlets.

## 2019 PUBLIC RELATIONS OBJECTIVES

This year, we'll continue the momentum of the 2018 auction and 2016 vintage, and continue to generate excitement among trade buyers, sommeliers, wholesalers and media about the fourth annual Willamette: The Pinot Noir Auction and the featured 2017 vintage. We believe that consistent media outreach about the event, the producers involved and the individual lots will help continue to elevate the image and perception of Willamette Valley Pinot noir with trade and drive higher pricing in the marketplace.

- Leverage the groundwork already established through countless pitches to local and national media to achieve stories promoting the 2019 auction
- Continue to introduce Willamette: The Pinot Noir Auction as the premier trade auction in Oregon for one-of-a-kind Pinot noir lots
- Develop second installment of the "Willamette Immersion" seminar; brainstorm creative story hooks to result in media coverage
- Use the Willamette auction as an opportunity to speak with media about the region's diversity, individual producers, and expertise in Pinot noir that is world-class quality—thus elevating the image of Willamette wines even further
- Use Willamette: The Pinot Noir Auction as an opportunity to talk about wine futures and vintages that are yet to be sold to the consumer market

- Build excitement and give key members of the trade and media a reason to visit and connect with Willamette producers each year
- Promote the auction to trade buyers as an opportunity to offer truly original wines for resale to their customers

## HOW WE'LL DO IT

- Press Releases:
  - Announcement of the 2019 co-chairs, Eugenia Keegan and Shirley Brooks (August)
  - Announcement of the 2019 event to Jarvis Communications contacts of both media and trade (November)
  - Announcement of 2019 one-of-a-kind wine auction lots and barrel highlights (January)
  - Announcement of 2019 Willamette Immersion seminar (March)
  - Results of Willamette: The Pinot Noir Auction (April 6)
- Local and national media invites to the event
- Broadcast Coverage
- Media Pitches about the auction, and unique lots
- Media appointments with co-chairs in NYC (interviews for articles, podcasts)

## 2018 WILLAMETTE: THE PINOT NOIR AUCTION IN THE MEDIA

Forbes

Wine Spectator



WINES & VINES

OREGON  
ESTD. 1984  
WINE PRESS

CHILLED®  
RAISE YOUR SPIRITS

SevenFifty



spirited

THE SOMM JOURNAL

the drinks business

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WILLAMETTE  
*the pinot noir auction*

## AUCTION TALKING POINTS

### **The barrel lots offered at Willamette: The Pinot Noir Auction are one-of-a-kind offerings available exclusively to the trade for one day only**

- The auction will take place on April 6 at the Allison Inn & Spa, in the heart of Willamette Valley wine country
- The auction will offer more than 80 Willamette Valley Pinot noir and Chardonnay wines from the 2017 vintage
- The auction is a one-day-only opportunity for the trade to secure one-of-a-kind lots that are truly rare and unique
- Lots are offered in quantities of just 5, 10 and 20 cases
- The participating wineries include Willamette Valley's top producers, ranging from small production (under 500 cases) to large production (100,000 cases+); region pioneers as well as newcomers are represented
- Willamette Valley Pinot noir is defined by the vintage, and 2017 was a classic vintage. The year began with a cool and rainy spring, providing an ample water supply. The growing season was characterized by sunny days and cool nights, yielding Pinot noir wines with ripe fruit and balanced alcohol and acidity. The long and drawn-out harvest enabled wineries to pick at the ideal timing, resulting in diverse wines which express the character of the site in which they were grown.
- The 2019 auction will offer six collaborative Chardonnay lots, co-produced by the auction's current and former chairs
- The 2019 auction co-chairs are Eugenia Keegan and Shirley Brooks

### **Willamette: The Pinot Noir Auction is the region's must-attend event for the trade and media**

- Now in its fourth year, awareness for Willamette: The Pinot Noir Auction continues to grow. The auction is gaining recognition among the wine trade as a must-attend event
- The Willamette Valley Wineries Association started the auction in 2016 because they believe Willamette Valley Pinot noir stands alongside the world's best. Its purpose is to raise funds for the Association, as well as to introduce new members of the wine trade and media to the wines and community of Willamette Valley
- Each year the auction raises the bar and challenges Willamette Valley vintners to create one-of-a-kind lots that showcases the best the region has to offer, which are unavailable anywhere else
- Willamette Valley is an exciting wine region with growing consumer demand and growth far surpassing other regions. From 2016-2017 Oregon saw a 10% increase in off-premise sales, which is more than double that of any other domestic wine region
- Willamette: The Pinot Noir Auction offers a deep dive into Willamette Valley Pinot noir's unrivaled ability to reflect climate and soils by offering the unique opportunity to taste more than 80 distinct representations of a single variety (Pinot noir) from a single

vintage (2017) in one setting, emphasizing the region's incredible talent and diversity of terroir

- Each of the six AVAs within the Willamette Valley are represented—Chehalem Mountains, Dundee Hills, Eola-Amity Hills, McMinnville, Ribbon Ridge, and Yamhill-Carlton, as well as emerging regions which may soon receive AVA status: Laurelwood, Parrett Mountain, Van Duzer Corridor and Savannah Ridge
- With the growth of outstanding restaurants, charming inns and a first-class, wine-country resort, the Willamette Valley has become a top destination for tourists seeking the perfect Pinot noir

## KEY THINGS TO KNOW ABOUT THE MEDIA

- Keep the relationship professional
- Everything is on the record
- Always be positive—both about your business and the competition
- Your goal is to get your message and the message of the Willamette: The Pinot Noir Auction across in a limited or extended period
- Talk about Willamette as a region. Say the brand name, not “I,” “we” or “our”. For example, say, “We in the Willamette Valley believe...” rather than “we believe...”
- Tell your family story
- Answer questions simply; your aim is to provide the writer with quotes the public can understand

## TIPS FOR CREATING A CAPTIVATING STORY

- For your story to be authentic, it needs to be consistent with your mission and values. What values does your winery stand for? What is your highest purpose and passion? Depending on the answer, this will determine if you should talk about your family history, your winemaker, sustainability, winemaking practices or your vineyard.
- What is your winery's personality? This will determine the tone and voice of your story. Is your winery modern or traditional? Innovative and technology-driven or rooted in nature and the vineyard? Do your wines appeal to collectors or connoisseurs (or both)?
- Facts are forgettable, but *people remember stories*. Instead of simply talking about the technical aspects of your wine, try to tap into the emotions of your audience.
- Answering the following questions will help you craft a compelling story and auction lot:
  - What is the number one thing that makes your winery different and unique from every other winery in the world?
  - Do you have an unconventional or controversial belief/point of view which is not commonly shared?
  - Is your winery or vineyard historically important?

- Has your winery ever been the first or only in the region or world to do something (such as the first to implement a winemaking or farming practice, or work with a rare Pinot noir clone)?
- What challenges have you overcome?
- Has the winery owner earned cultural recognition outside of the world of wine?

## TIPS TO SELL YOUR LOT

- Number one selling tip: you get out of it what you put into it!
- Make it personal – connect with your key accounts
- Include core messages about the Auction
- Ask your distributor to share their connections
- Get your regional reps to start the conversation
- Make it unique – talk about the special qualities of your unique lot
- Elevate your pedigree – focus on accolades, scores, reviews and awards
- ASK FOR THE SALE!

## EXAMPLE EMAIL

Personalized recipient name:

Dear Rick,

I hope this email finds you well! I am writing about the upcoming 2019 Willamette: The Pinot Noir Auction and my winery's auction lot.

Custom winery lot information:

The 2019 auction will feature one-of-a-kind Pinot noir lots from the 2017 vintage, available in lot sizes from 5 to 20 cases. My lot is the Elk Cove Chance Meeting Pinot noir from the Windhill Vineyard. The wine honors the 1974 “chance meeting” between Joe Campbell and Windhill winegrower Sandy Reese which led to our first single-vineyard Pinot noir from that site in 1978. It's a special wine which will be exclusive to the auction.

Please see the auction invite below and let me know if you can come.

Extend hospitality by offering dinner/stay where possible:

If I can assist you in planning your visit, let me know. We would love to host you at our winery's property or take you out for dinner while you are in town.

Best,

Shirley