SAMPLE EMAIL COPY: INVITES FROM WINERIES

Dear…,

Will you join us for two days of Willamette Valley hospitality and the opportunity to take home some truly memorable Pinot noirs?

You are invited to Willamette: The Pinot Noir Auction, an annual, trade-only event taking place on Friday, April 5 and Saturday, April 6, 2019 at the Allison Inn & Spa in Newberg, Oregon. More than 85 participating wineries craft unique five, 10 or 20-case lots of 2017 vintage Willamette Valley Pinot noir to be sold during a fast-paced live auction. Sales of these wines support the marketing and branding efforts of the Willamette Valley Wineries Association.

Here’s the schedule for the weekend:

THURSDAY, APRIL 4

Arrive in the Willamette Valley

FRIDAY, APRIL 5, MORNING

Immersion seminar on Willamette Valley wine led by a renowned figure of the wine media

FRIDAY, APRIL 5, DAYTIME

Welcome Tour - Shuttles will take attendees between events and the Allison Inn & Spa. Events will showcase Willamette Valley wines.

FRIDAY, APRIL 5, EVENING

Dinners around the valley, hosted by wineries

SATURDAY, APRIL 6, AT THE ALLISON INN & SPA

- Tasting of auction wines, all 2017 vintage

- Lunch at JORY

- Live auction

- After-party

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In order to purchase a ticket and register as a bidder please follow this link: <https://www.willamettewines.auction/guest>

Auction website with this year’s wineries: <https://www.willamettewines.auction/wineries>

If you have any questions, please do not hesitate to contact me or Lizzie Adelsheim at the Willamette Valley Wineries Association ([lizzie@willamettewines.com](mailto:lizzie@willamettewines.com) or 503.297.2962).

All the best,