SIP LOCAL.

What's this all about?

March is Taste Washington Wine Month, and we're excited to toast to the outstanding reputation and growth of our industry. We think it's the perfect time to sip local.

The **Sip Local campaign** is centered around the reputation of Washington wines as world-class, and worth celebrating. All throughout the month of March, wineries can promote Taste Washington Wine Month as a perfect way to explore all that Washington wine has to offer, and encourage consumers to sip local.

But it's not just about the sip – it's also time to plan the trip. That's why we're encouraging consumers to download the *Map My WA Wine app*, the guide to their next glass. Users can search wineries, tasting rooms, vineyards, and plan their Washington wine country getaway.

Let's spread the word.

We want you to be a part of sharing these messages wherever you connect with consumers: on Facebook and Instagram (both in-feed and in stories), in newsletters and mailing lists, and in your wineries and tasting rooms. Let's get people excited about Washington wine!

CELEBRATE WORLD-CLASS WINES. SIP LOCAL.

Ready to get started?

We've built this toolkit to help you out. You'll find all the creative assets you need to print materials for display, customize your own images to share, and more.

CAMPAIGN ASSETS

▸ How to use the headline overlay
▸ Download assets

MESSAGING EXAMPLES

Celebrate

Need an excuse to celebrate Washington wines? Neither do we. Let's raise a glass to Taste Washington Wine month and celebrate our state!

Download the App

Ready to sip local? Let's get going! The Map My WA Wine App is the guide to your next glass. Explore wineries, vineyards, tasting rooms, and plan your next Washington wine getaway.

Sip Local

It's always a good time to sip local. But when March is Taste Washington Wine Month, it's an even better excuse to explore the wines Washington has to offer.


Notes on Hashtags: **Let's keep this campaign connected!** We ask that all social posts include the **@wa_state_wine** handle and the **#WAwine** hashtag in the post itself.

Including Links: When prompting users to download the app on Instagram, links in the Post Text are not clickable. Instead, add the link (**http://qrco.de/bc7JDU**) to your Profile and use the Post Text to encourage people to click the link in your bio.

VISUAL EXAMPLES
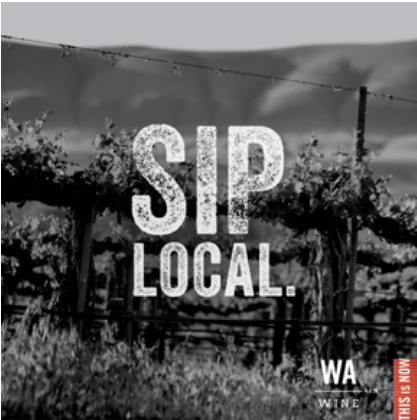
LOCAL

LOCAL

LOCAL

APP / EVERGREEN

WA WINE 46°N