

AS SEEN IN

Wine Spectator

VIBRANT WASHINGTON

The Future of Luxury Wines in the Pacific Northwest

Washington wine is featured in the August issue of Wine Spectator!

Vibrant Washington is the toolkit being used in retail settings, using Wine Spectator's special issue coverage of Washington to encourage consumers to select Washington based on third-party endorsement.

Use these assets on your site and in your tasting rooms to get your customers excited about Washington wine!



MESSAGING EXAMPLES

Wine Spectator

This #WAugust celebrate the wines everyone is talking about. Celebrate WAugust your way with chards, cabs, and everything in between that's grown right here in your backyard.

Notes on Hashtags:

Let's keep this campaign connected! All social posts should include the @wa_state_wine handle and both the #WAwine and the #WAugust hashtags.

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

[▶ Download assets](#)

VISUAL EXAMPLES



BOTTLE NECKER



SHELF TALKER



BANNER AD



WAugust will be here before you know it!

WAugust is Washington Wine's month-long festival celebrating Washington's amazing wine. Promote WAugust in your feeds and tasting rooms.

[▶ Download assets](#)