

Taste WA Month has always been a time to celebrate.

This year, we're adding more to the table.

This March, Taste Washington Wine Month becomes Taste WA Month, and we're inviting you to partner with your farmer friends and celebrate everything that is **Washington Grown, Raised, and Made**. From onions and potatoes to beef and oysters, apples, cherries, and wheat, Washington offers a remarkable range of foods and drinks worth savoring.

With more than 300 agricultural products, over 160,000 jobs supported, and \$51 billion in local economic impact, our state doesn't just grow great food — it creates great taste. And if you can't find Washington products in your store yet, you're probably in the wrong aisle.

To honor all that makes Washington special, we've teamed up with fellow commodity commissions and the team behind the annual Taste Washington event to create a truly unified, statewide celebration. This year, we've reimagined the Wine Month logo and paired it with the Taste Washington event brand to double down on awareness and impact.

Washington has it made.



Download assets here.

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 overlay
- ▶ Download assets

READY TO GET STARTED?

MAKE A PLAN

Add key dates to your calendar such as dinners, tastings, special events, posting schedules and announcements plans. Check out our Suggested Schedule below for ideas.

SPREAD THE WORD

Start announcing some of those plans. Tell your customer base, distribution network, and other favorite accounts – PLUS! Don't forget to add your event to our website calendar here.

USE THE TOOLKIT

Using our creative assets ensures the audience sees the same message multiple times. You'll find everything you'll need to print materials for display, customize your own images to share, and more.

SOCIAL POST MESSAGING EXAMPLES

We're kicking off Taste WA Month with a huge social media push. Use one of the below messages as inspiration for posting on day one to set the tone of supporting and buying local all month long.

Let the tasting begin!

Taste WA Month starts today! You've got 31 days to taste what makes WA great. WA produces over 300 agricultural products, so there's something for every table.

Endless tasty options, all in one state.

Apples, wine, grapes, cherries, hops, potatoes, beef, dairy, salmon, oysters, peaches, corn... and so much more! WA has got it made.

Grown, Raised and Made Here.

By buying WA products, you support 160,000 jobs and over \$51 billion in local economic impact. If you can't find WA products, you're in the wrong aisle.

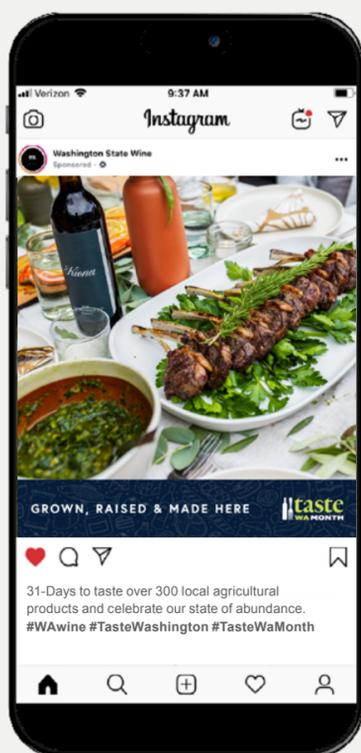
KEEP POSTING ALL MONTH LONG!

It's critical to keep the momentum going and remind people that March is the month to celebrate products that were grown, raised and made right here. Post often to maximize Taste WA Month.

VISUAL ASSETS AVAILABLE:



Need help with designing social images? We recommend using the free version of [Canva.com](https://www.canva.com) to help you design your own graphics.



SUGGESTED SCHEDULE

Feb 25: Let your audience know that Taste WA Month is next week!

March 1st: This is the big one—announce Taste WA Month. This post will help amplify our messaging, and spread the word about the campaign.

Mid-March: Continue posting reminders about Taste Washington Wine Month.

March 15-22nd: Be sure to post if you're participating in Taste Washington events this week.

End of March: Take some time to post a recap and thank everyone who participated or had fun trying something new this month. Bonus: Let them know that WA August is just around the corner.

Taste Washington is back!

March 19-22

Celebrate the month with one big Taste! This event, hosted with our partner [SE Productions](#), brings together 200+ wineries and 75+ restaurants for a giant celebration of all-things local and delicious.

Use this [Toolkit](#) to help us get the word out about the event!

