



Case header and bottle-neckers

Pinot Gris campaign generates a-gris-able results

Business

One of Oregon's largest wineries; premier producer of Pinot Gris and Pinot Noir

Audience

Fine dining restaurants and consumers of fine wine all across the country

Challenge

Focus marketing efforts at point-of-sale to build awareness of Pinot Gris and reach consumers who may not be familiar with the varietal; drive new sales volume in restaurants and wine shops

Strategy

Create a campaign with the theme "So very A-Gris-Able" to help pronunciation and showcase how King Estate's Pinot Gris complements many types of food. Cross-brand with well-known television chefs, a point-of-sale program with case headers and bottle-neckers to add value by giving recipes to wine buyers; provide "cheat cards" to restaurant wait staff; print advertising in national wine publications

Results

Increased sales of Pinot Gris nationwide; increased product awareness in wine trade and by wine aficionados



Print advertisement