Fiscal Year 2019

International Activities Events Calendar

**Imbibe Live**  
**July 2nd & 3rd**  
- Washington State Wine will have a small regional space at this year’s Imbibe Live program in London, U.K. This show focuses primarily on the on-trade community, attracting wine & spirits professionals of all types, and provides a great platform to ensure that Washington State Wine is part of the conversation in London.

**Japan Deluxe Harvest Tour**  
**July 8th – 11th**  
- As part of the Washington State Wine strategy, 17 guests from Japan that have been identified as top influencers in their markets will be brought to Washington State and Oregon on a 7-day tour through each state’s wine region.

**Shanghai “kick-off” Program**  
**September**  
- EnjoyGourmet, Washington State Wine’s in-market partner in China will be announcing upcoming Chinese programming in Shanghai with a small kick-off event focused on the area’s top importers, trade and media.

**Mexico Emerging Market Inbound**  
**December**  
- Using special funding received by the USDA called the “Emerging Market Program”, Washington State will partner with the Oregon Wine Board to bring a group of Mexican importers, trade and media to the Pacific Northwest for an education/seminar heavy inbound mission.

**Cornucopia**  
**November**  
- Cornucopia is among Canada’s premier food & drink festival, drawing the much of the influential wine trade and media from within the British Columbia market. This eleven-day festival brings together producers of wine, spirits and beer from all around the world. This event includes seminars, special tastings, parties, special invite meals and a grand trade & media tasting.
  - Washington State Wine has secured two tables at the grand tasting on Saturday, November 11th with the goal of growing demand by exposing the local trade and medial to our wine. Aside from the Washington State Wine presence, wineries are encouraged to register directly with Cornucopia and attend the grand tasting on their own accord. Wineries will need to visit the Cornucopia website and register themselves with Cornucopia.
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AsiaTour (Osaka, Japan; Tokyo, Japan; Seoul, South Korea)

January/February

➢ Each year, Washington State Wine teams up with the Oregon Wine Board to grow awareness and demand of Northwest wines in Japan and at least one additional market. This year’s tour will include a stop in Seoul, South Korea. The program will target importers and other trade and media. Planned activities include seminars, dinners, a grand tasting and one-on-one meetings with importers and highly influential media.
  ○ Washington State Wine aims to have upwards of 12 wineries travel for these events.

Spring EuroTour (London, Germany (cities TBD))

March 11th – 15th

➢ Washington State Wine will, once again, target three markets in Europe the week prior to the ProWein trade show. Confirmed cities include London, UK and Copenhagen, Denmark. In London, Washington State Wine will partner with the Oregon Wine Board and in Copenhagen with the California Wine Institute as well. Washington State will have a special feature space at the California tasting in Hamburg, Germany. Activities targeting trade, media and importers will include seminars, generic tastings, dinners and other unconfirmed events. The third market will likely be one of the many markets within Germany.
  ○ Washington State Wine aims to have upwards of 20 wineries travel for these events.

ProWein Düsseldorf

March 17th – 19th

➢ Drawing nearly 60,000 wine professionals, ProWein Düsseldorf is the world’s largest and arguably most important wine trade show. Over 5,500 producers participate in this show, eager to engage the world’s most influential media personalities, to open relationships with importers in new markets and to show their wines to influencers from across the globe.
  ○ Washington State Wine will host a space in the “New World” hall of Messe Düsseldorf, and will plan to have booth space for between 15 and 17 wineries for this event. As has been the case for many years, Washington State Wine will share a booth with the Oregon Wine Board adjacent to the wine regions of California and New York.
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Taste Washington In-Bound
March 29th - 31st
➢ Partnering with Visit Seattle Washington State Wine will be bringing 15-20 wine, travel/tourism and lifestyle media to Washington State for Taste Washington. In addition to hosting them during the programming surrounding taste, WSW and VS may create separate programs including, but not limited to hosting at wineries around Seattle/Woodinville.

Washington/Oregon Wine Month (Japan)
Months of April/May
➢ Each year, Washington State Wine and the Oregon Wine Board team up for a two-month promotion in Japan. During this time, the two regions engage nearly 300 restaurants and retail shops with generic sales promotions that support wineries in the market and raise awareness for Northwest wine.
  ○ During this time, more than one million dollars of Washington State and Oregon wine is typically sold.

SAQ & LCBO In-Store Tastings
Dates TBD
➢ Washington State Wine will once again conduct in-store tasting programs across the provinces of Ontario and Quebec. The date, wines selected and number of stores that will be participating remains unknown at the present time.

LCBO Buyer Tour
Dates TBD
➢ As one of the most successful target market for Washington State Wine, the liquor board buying team will be brought to the region with the purpose of identifying opportunities to enhance Washington State’s presence in the Liquor Control Board of Ontario’s provincially-run stores.

U.K. Media Inbound
Dates TBD
➢ Washington State Wine will be bringing a group of high-level wine media professionals to Washington State to experience all that our great wine region has to offer.