

For Immediate Release:

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STRATEGIC GUIDANCE FROM THE GROUND UP

TRELLIS WINE CONSULTING LAUNCHES FIRST COMPREHENSIVE WINERY SALES AND MARKETING SURVEY TO BENEFIT INDUSTRY AND ASSOCIATED ORGANIZATIONS

August 2, 2012, Vancouver, WA – Trellis Wine Consulting, a premier provider of strategic marketing and communications services to wine and spirits businesses, announces the inaugural launch of the industry’s first research initiative to gauge winery sales and marketing practices. The research will be conducted at www.surveymonkey.com/s/TrellisSalesMarketing through August 30, and all responses will remain strictly confidential. All participants who submit completed surveys will gain complimentary access to the final results report and have the opportunity to direct a ten dollar financial donation to a select group of industry charitable organizations including Auction of Washington Wines, Salud!, La Clinica and the Idaho Wine Education Foundation.

Trellis Wine Consulting Founder and Proprietor, Dixie Huey, was inspired by Silicon Valley Bank’s Annual State of the Wine Industry research. She comments, “This report on economic trends and key issues does a terrific job of helping winery owners and operators critically examine their business strategies.” Huey adds, “Our research will address another vitally important topic for which there is currently little existing information -- how wineries plan for and execute their sales and marketing strategies. Trellis Wine Consulting will lead the charge in helping our industry to understand the impact of these decisions while building a resource for benchmarking performance locally, regionally and eventually nationally. Our vision is for this survey to become the gold standard for winery owners to use in assessing the relative effectiveness of their sales and marketing practices.”

The Trellis Wine Consulting survey examines marketing practices ranging from media relations and advertising to social media, email marketing and ecommerce. It also explores direct-to-consumer, direct-to-trade and distributor sales channels, and delves into how wineries cultivate relationships using customer relationship management tools, programming and events. Participants will gain insight into key questions and metrics, and will then be able to use the comparative results report to more efficiently guide their marketing investments.

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As previously noted, all survey responses will be kept strictly confidential. Trellis Wine Consulting will donate \$10 per completed survey to select industry charitable organizations upon participant request -- up to a total of \$3,000. While the focus of the inaugural survey is on the Pacific Northwest, wineries in California and other states are welcome to take part. If participants have questions or experience any issues while completing the survey, please contact Dixie Huey or Janel Lubanski, Project and Media Relations Manager, by calling 360-210-5551 or by email to research@trelliswineconsulting.com. Participants will not be contacted for marketing services unless they specifically request this communication.

About:

Trellis Wine Consulting, LLC is a marketing strategy and communications firm serving domestic and international wine and spirits businesses. By blending a comprehensive set of customized services with deep industry expertise, the company is able to develop and implement powerful growth and profitability strategies for its clients. Services include business and marketing planning, branding and brand management, public and media relations, online marketing and project management. Over the past twelve years, Trellis Wine Consulting professionals have guided over 80 brands ranging from small, family-owned wineries to international corporations means to achieve strong, measurable returns on their marketing investments. The company is based in the Portland, Oregon metro area and serves clients in the Pacific Northwest, California and beyond. www.trelliswineconsulting.com

Beneficiary Charitable Organizations:

Auction of Washington Wines: An annual event held in Washington state that benefits uncompensated care at Seattle Children's Hospital. Funds also support the Washington Wine Education Foundation. www.auctionofwashingtonwines.org

Salud! Our mission is to help provide access to healthcare services for Oregon's seasonal vineyard workers and their families. We host an annual event in November to raise funds for this great cause. www.saludauction.org

La Clinica: Founded to serve the needs of the migrant and seasonal farm worker community in Jackson County, Oregon. www.laclinicahealth.org

Idaho Wine Education Foundation: Supports the goal of developing native vineyards and production of wines by providing scholarships to those wishing to further their education. www.idahowines.org