Agritourism Summit
Stuart Spencer
Lodi Winegrape Commission
March 23, 2017
Where We’ve Been

Lodi Winegrape Commission established in 1991 to promote the interests of Lodi grape growers, and to share with the world the unique qualities of Lodi-grown wine.
Lodi Vineyards
1991 to 2015

Acres
- 1991: 45000
- 2015: 110000

Crop Value ($ Millions)
- 1991: 81
- 2015: 400
Lodi Wines
1991 to 2015

Wineries
- 6 (1991)
- 85 (2015)

Lodi Wines
- 3500 (1991)
- 3500 (2015)
Grapes to Glass

• Creating a Wine Culture & Wine Community

• From a handful to thousands of Lodi-labeled wines

• Creating thousands of jobs and economic activity in and around Lodi to support the emerging winery industry

• Wine-related tourism and hospitality booming!
What We Did

• 1996 – “Discover Zins of Lodi” campaign launched with 7 “Lodi” Zins

• 1998 - Partnered with City of Lodi to create the Lodi Conference & Visitor’s Bureau – 1st Wine Trail Map

• 2000 – Lodi Wine & Visitor Center opens to stimulate Lodi wine tourism.

• 2002 – Lodi Wine Country Partnership with local wineries.

• 2005 – The Commission launches Lodi Rules for Sustainable Winegrowing

• 2011 – LoCA Consumer Brand Campaign Launched
Where We Are

• Lodi growers are investing $2.5-$3 million annually promoting Lodi through the Winegrape Commission.
• Wineries are spending millions more individually.
• LoCA annual campaign – $1,000,000 national advertising directly targets consumers.
• Messaging: Lodi’s down-to-earth approachability, rich heritage, generational farms, and authentic wines.
• Everything we do at the Commission promotes the Lodi region, not just the wine.
LoCA Print Ads

**WHITE WINE ON BURGER NIGHT?**
**GO AHEAD, GO LoCA.**

When did wine become so strict? It’s okay to toe the line with your wine. So don’t be afraid to try something new. Mix things up, break the rules. And above all, go LoCA with LoDi wine.

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**TACOS AND TEMPRANILLO?**
**GO AHEAD, GO LoCA.**

Experimentation is a good thing. Because seriously good wine doesn’t have to be so serious. So lower your pinky and raise your glass. And above all, go LoCA with LoDi wine.
Social Media Campaign

We are Corkface and Forkface.
We pair great wines with real life.
And this is our show.

Lodi Wine

DIWINE.COM

Shop Now
Wine Bloggers Conference

- Held at Hutchins Street Square, August 11-14, 2016
- 300 attendees from across the country and internationally
- Winegrape Commission invested $125,000 to host the conference

Blogger:

“I arrived in Lodi with a preconceived notion – viz.,
Lodi as the Rodney Dangerfield of California wine
regions, home of over-ripe zin and little more.

I was wrong. Very wrong.

Lodi is the Tony Bennett of California wine regions –
a legend.

And like any legend, Lodi just gets better with age,
like its vines.

I get it now.

I understand why Wine Enthusiast Magazine
deemed Lodi 2015 Wine Region of the Year.

Lodi demands respect.

It has mine.”
“A love of the land. Family, farming, and friendship were all present in every location we were lucky to have visited during the Wine Blogger’s Conference... there is truly something special happening in Lodi, California. And from what I saw, it was all about the people who are at the center of it all. And it all comes through in the exciting, unusual wines being produced there.” - Kirsten Bedway, Bottles & Bites.
20th Annual Lodi Wine & Chocolate Weekend

- 20th Annual Wine & Chocolate Weekend
  February 11-12, 2017
- 6,500 attendees from 15 states
- Restaurants and hotels full
ZinFest

• May 19-21, 2017 – 13th annual

• 3-day festival has become an iconic tool in promoting Lodi and Lodi wine

• Over the past 12 years we’ve attracted tens of thousands of visitors from across the country and world to Lodi

• Utilizes >400 community volunteers and has given back $100,000+ to local charities
Lodi Road Shows

• Taking the Lodi wine experience on the road to festivals and wine shows

• 8-10 events per year: Boston, Aspen, Santa Barbara, Seattle, New Orleans, Portland, San Diego & more

• February 15, 2017 – Lodi wine-exclusive event in L.A.
Media Outreach
2015 Wine Region of the Year

This hard-working region leads in innovation and sustainability.

In 2015, the Monterey, California wine region of Lodi received both honors. At the Wine Enthusiast Wine Star Awards, the region was named Wine Region of the Year, and its Zinfandel was named Wine of the Year.

Today, the region is known for its bold, rich, and fruity Zinfandel wines. Lodi’s climate is ideal for growing Zinfandel, with its cool nights and warm days providing a perfect environment for the grape. The region is also known for its innovative farming practices, which include a focus on sustainability and conservation.

One of the key factors that set Lodi apart is its commitment to preserving and protecting its natural resources. The region has implemented a number of initiatives to reduce its impact on the environment, including the use of sustainable farming practices and the conservation of water resources.

Lodi is also known for its diverse wine culture, with a range of wineries offering unique tastings and experiences. From small, family-owned operations to larger, more established wineries, there is something for everyone in Lodi.

Overall, Lodi is a region that is dedicated to producing high-quality, sustainable wines, and it continues to be a leader in the world of wine.

Lodi Wine Country
Wine Enthusiast
2015 Wine Region of the Year

They’re Crazy About Us.
Keys to Success

• Visionary Leadership from within the Grower Community

• Organizational Structure

• Sustained investment. Putting real money on the table.

• Partnerships – City, Community, Wineries.

• Developing a Wine Community & Culture