

Rattlesnake Hills Wine Trail . . . Where Great Wines Begin



2012 Rattlesnake Hills Wine Trail Membership

- ♦ Bringing more visitors to our area and **keeping** them here.
- ♦ Strong partnerships within the industry groups, tourism agencies, and the media.
- ♦ A large reach with our brochure distribution, digital platform and social media outreach.
- ♦ The Passport Program creates loyal patrons to the Rattlesnake Hills Wine Trail member wineries.

The Rattlesnake Hills Wine Trail is an AVA-based association with a very strong commitment to maintaining the voice and rights of each individual winery. Every winery has an equal vote in our organization. Our mission statement is fairly simple: To promote the wines produced in the Rattlesnake Hills AVA and to promote wine tourism within our area through high-quality wines, education, and positive tasting room experiences.

The marketing strides we have made in the past couple of years have been valuable and amazing. We've had write-ups from journalists all over Washington and Oregon, and from as far away as New York and Miami.

We've established opportunities with Washington State Tourism, the Washington Wine Commission, Washington Wine Country, and our local Visitors and Convention Centers to work more closely with journalists coming to our area.

By The Numbers:

- ♦ The Rattlesnake Hills Wine Trail has created founded eight years ago.
- ♦ There are 18 active member wineries to date.
- ♦ A minimum of 85,000 brochures are printed and distributed each year.
- ♦ Our monthly newsletter reaches more than 6,000 subscribers and 50 media outlets.

Rattlesnake Hills Wine Trail . . . Where Good Times Meet Great Wines

Agate Field Vineyard

Bonair Winery

Claar Cellars

Eaton Hill Winery

Horizon's Edge Winery

Hyatt Vineyards

Knight Hill Winery

Maison de Padgett Winery

Masset Winery

Paradisos del Sol

Piety Flats Winery

Portteus Winery

Severino Cellars

Silver Lake Winery at Roza
Hills

Steppe Cellars

Tanjuli Winery

Tefft Cellars

Two Mountain Winery

Marketing & Outreach

A minimum of 85,000 brochures are distributed through member wineries, 140 businesses, key rest areas and tourist locations across the state. The brochure is also distributed at wine tastings and events. The Rattlesnake Hills Wine Trail wineries also enjoy a strong partnership with the Yakima Visitor Center where thousands of brochures are distributed each year.

The 2012 brochure is going digital. Potential visitors to the Yakima Valley are using many different ways to research and plan their trips. By integrating information in the print brochure into popular social media platforms we will maximize your exposure to potential customers.

facebook

twitter

Membership Benefits

Currently there are 18 member wineries. As you are located within the Rattlesnake Hills AVA, we invite you to join the association. The benefits to joining are numerous.

- ◆ Inclusion in the Rattlesnake Hills Wine Trail Brochure
- ◆ A member winery listed on the extremely popular Rattlesnake Hills Wine Trail Passport.
- ◆ Feature news, events and awards from your winery each month in the monthly newsletter.
- ◆ Featured announcements through Facebook, Twitter and wine blogs on and ongoing basis.
- ◆ Our members all enjoy the democratic process of having their voices heard, of voting for changes, and controlling the direction they want the group to go.

For more information please contact us:

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