Rock the Vine
Emily Rosa & Alexandria Broedlow
Collaboration with SLO Brew
California Polytechnic State University
Agricultural Communication
Megan Silcott

Introduction

- There are hundreds of wineries along the Central Coast, but many of them do not have brick and mortar tasting rooms
- The goal of Rock the Vine is to provide a farmer’s market style event to allow small, locally owned wineries and cideries to showcase their products to the public
- Rock the Vine includes live music, tasty eats, outdoor games, and of course craft wine and cider
- Rock the Vine is a Collaboration with SLO Brew and other partners including Johnny Kenny, Mike Dawson, Lannon Rust and Ysabel Sullivan

Research/Planning

- Similar Event for Inspiration - San Francisco Vintners Market
- The event took approximately 1 year to plan and organize

Legalities

- Alcohol will be sold at the wine market event via a purchased ticket at the entrance to the event or will call where people have purchased online tickets. Participants will be provided a wrist band and the wine booth connoisseurs will be certified to serve.
- This event required an Alcohol Beverage Commission (ABC) approval which administered the state’s liquor laws.
- The ABC license Rock the Vine obtained did not allow the physical sale of wine, but customers were allowed to make credit card or cash orders from the winemakers.

Budget

- Graphic Design - $500
- Poster Printing - $100
- Glassware - $734.84
- Rentals - $275
- Winemakers - $2,160
- Advertising - $250
- Total - $4,019.84

- In this case the gross sales were $5,265.00 creating a profit margin of $1,245.16

Advertising/ Media Coverage

- Facebook and Instagram posts
- Website and email blasts
- Posters displayed in the community and Cal Poly campus
- Cal Poly announcements were made via clubs, organizations and classes
- Word of mouth
- The winemakers attending were asked to advertise the event on their websites and social media platforms
- Local news and radio stations (KJUG 98.1, Cork Dorks 92.5, Mustang News, The Tribune, New Times, Cal Poly Agricultural Communication Department and Cal Poly President’s Office)

Event Flow

- According to Wood and Masteerman, the success of an event depends on the following topics: Involvement – an emotional involvement with the brand, the event, the experience; Interaction – with brand ambassadors, with other attendees, with exhibits, with the brand. Immersion – all senses, isolated from other messages; Intimacy – memorable, high impact; Individuality – unique, one-to-one opportunities, customization. Each experience is different; Innovation – creative in content, location, timing, audience etc.; Integrity – seen as genuine and authentic and providing real benefits and value to the consumer (Wood and Masteerman, 2008, p. 5).
- Event flow for this project also include preparing a parking map and a map for the booths promoting products
- Attendees (guests and winemakers) were given specific day-of event details directing them where to set up, the time, supplies needed etc.
- Rock the Vine was kicked off with setting up the tables and seating area for winemakers and attendees.
- The musician arrived and set up his equipment. It was important to have all cords and electricity set up ahead of time to ensure smooth set up.
- We prepared the merchandise table with wristbands, a cash box, and guest lists were pre-made
- Guests began arriving and we would greet guests, check in with winemakers, and coordinate event staff and volunteers before, during and after the event
- Our goal was to build relationships with guests and the winemakers participating in the event, networking throughout was vital for creating lasting positive relationships

Results

- There were 19 subjects (17 winemakers, 2 cideries) who participated in the event and approximately 300 attendees at the event. 231 of those attendees were community members, college students, and tourists visiting the area
- Winemakers were able to meet potential wine club members, advertise their product and even sell to customers. The event gave the local wine community and attendees a place to discover new, boutique, craft wines and network

Conclusion

- In conclusion, Rock the Vine, created a profit of $1,245.16, as well as a platform for the local community members taste and discover new boutique winemakers and cideries in the central coast region.
- This event could benefit with a larger target audience and add aspects to the event ie. food, more music, beer, games
- Future events will acquire different themes in order to keep the event fresh and evolving just as the wine industry seasons do
- The research discovered a need for this style event on the central coast and after reviewing results we can conclude the wine industry and community responded positively and have created a demand