

Down To  
Earth Month



EARTH DAY 2022  
April 22

### **Feature/promote organically made products for Earth Month**

- \* Earth month displays at retail, providing customers with complementary re-usable Girasole branded wine totes for multi-bottle purchases
- \* Tie Girasole sunflower seed packs onto bottles or stick Girasole bees on the bottles
- \* On premise: Earth Month (or Earth Week) wine flight featuring a series of wines made from organic grapes

### **Leverage our organic farming/organic winemaking content and images for your customers' social media and e-newsletter campaigns**

Many restaurants/retailers have email lists/newsletters. Suggest they launch a cork collection campaign for the month of April by connecting them with [Re-Cork](#) . We work with ReCork at the tasting room and they make it very easy to mail them all our used corks.

- \* Each customer that brings in a bag of corks gets a Girasole Vineyards sunflower seed pack
- \* Accounts are looking for new ways to connect with their customers. Leverage our library of content and images for a "Did you Know" campaign where accounts do a weekly post with an organic farming/winemaking factoid and associated image.
- \* During the month of April, have your accounts host a virtual wine tasting featuring organically grown wines. For retail, customers pick the selected wines up in advance of event and then dial in to a Zoom event. For restaurants, to-go menu could feature all organically or locally sourced food items paired with wines made from organically grown grapes. We can also create a pre-recorded event customers could watch at their leisure.

### **TO DOWNLOAD DOWN TO EARTH MONTH TOOLS, VISIT:**

<https://www.girasolevineyards.com/trade-tools/Earth-Month-Materials>

**Want to brainstorm other Earth Month ideas?  
Reach out to Shelley at [shelley@barraofmendocino.com](mailto:shelley@barraofmendocino.com)**