Marketing Update

March 9, 2022

MISSOURI WINES™

Missouri Wine & Grape Board Staff

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- Wine Competition & Awards
- Industry Communications

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Areas of Expertise:
- Events
- Web Support

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Areas of Expertise:
- MVP
- Design

Kansas City Historic City Market Partnership

- Opportunity for wineries to participate in the market
- May – October
  - One day per winery
  - Saturday or Sunday 8:00 a.m. – 3:00 p.m.
- Submit your requested date to shannon.yokley@mda.mo.gov by March 31

MVP
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MVP Transition

- Current program expires

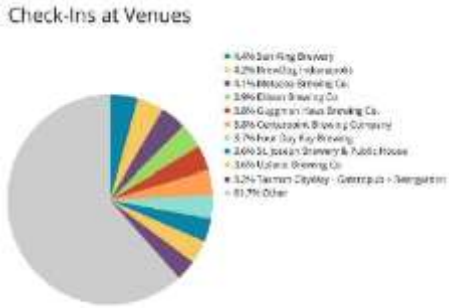
  June 30, 2022

  - Points must be redeemed by Sept 1
  - Wineries can dispose of tickets starting July 1st

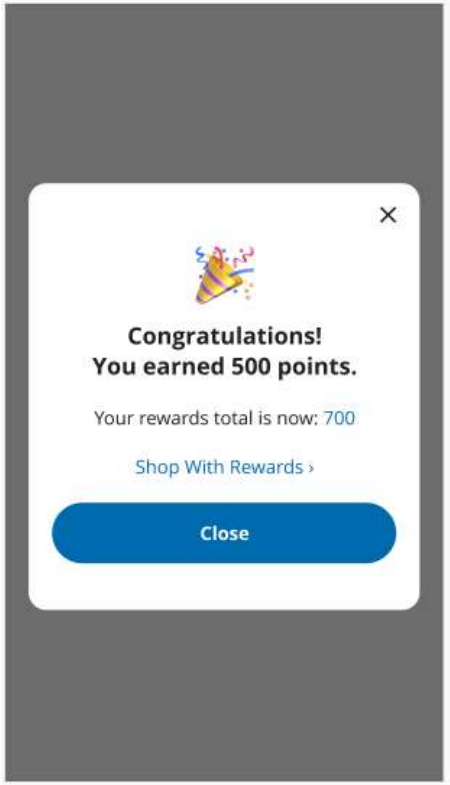
- Rewards Uncorked
  - Launch May 2022
  - New mobile platform
  - No cost for wineries

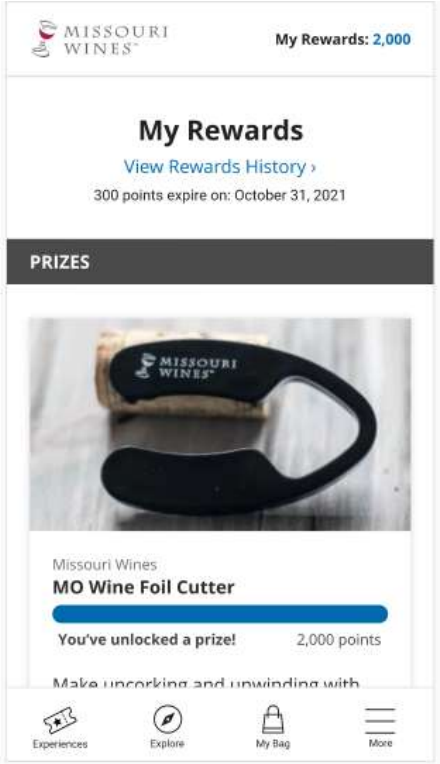
Rewards Uncorked Features & Benefits

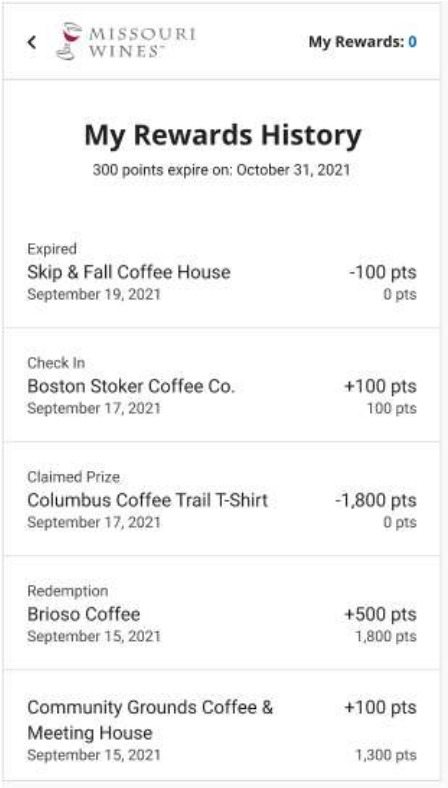
- Customizable mobile web experience
  - No app to download or maintain
- Individual winery pages
- Instant visit tracking
- Real-time analytics
- Ability to create seasonal promotions
  - E.g. Double points December



User Experience







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Rewards Uncorked Transition

Target Launch: May 2, 2022

- Winery on-boarding currently happening via Bandwango
- Training video for winery staff
- Welcome kit for wineries late April with promo materials
- Continue with similar point structure
- Communicate changes current participants late April
- September integrate point levels of current members

Missouri Wine Competition

July 12-14, 2022 – Columbia, MO

May 2 – Entries Open

June 10 – Entries Due

June 24 – Wine Due

Label Competition

Traditional – (limit 5)

Contemporary - (limit 5)

Collections entered as a series - (min 3)

Alternative packaging

People's Choice- (limit 1)
Social Media Voting

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