

# #MERLOTMe GLOBAL MERLOT MONTH: OCTOBER



## WHAT IS IT?

A global social media event bringing together wine lovers to celebrate the noble Merlot varietal utilizing the hashtag #MerlotMe.

## WHEN IS IT?

The entire month of **October**.

## WHY?

Building on the success of 1<sup>st</sup> annual #MerlotMe in 2013, it's time for the noble Merlot varietal to take the spotlight! Merlot brings new consumers into wine every year and is the third most popular varietal in on-premise wine lists for both BTB and BTG.

## WHO'S PARTICIPATING?

Over 100 Merlot producers from California, Oregon and Washington

## HOW CAN I PARTICIPATE?

Use the hashtag #MerlotMe in social media posts all month long!

## RESTAURANTS/WINE BARS

- Feature special Merlot-paired menu items in October
- Offer a tasting flight of Merlots by-the-glass
- Host a winemaker dinner with a Merlot producer

## RETAIL SHOPS

- Host an in-store tasting featuring several Merlots