

Kenwood Vineyards

Marketing Plan

January 2016

The Kenwood Vineyards Use Permit UP88-694 and then UPE01-0035, approved on November 20, 2001, was silent on events for the winery. It was interpreted by many wineries at that time that winery and association events were allowed with the use permit approval. Kenwood Vineyards has historically held 8 events per year and would like to increase that to 22 per year as indicated below.

This request is consistent with the average annual events for wineries in the Sonoma Valley and per Sonoma County Policy AR-6a that permits visitor serving uses in agricultural categories that promote agricultural production in the County, such as tasting rooms, sales and promotion of products grown or processed in the County, educational activities and tours, incidental sales of items related to local area agricultural products, and promotional events that support and are secondary and incidental to local agricultural production.

Public Visitation

General Public: tours, tastings, retail sales

Number – Daily

Time – 9:00am to 5:00pm

Attendees - 500 per day max, 1000 per week average

VIP Public: tours, tasting, food and wine pairing

Number – Daily

Time – 9:00 am to 5:00 pm

Food pairing in VIP Tasting Room, 20 seats, 3 seatings per day

Marketing Events

Promotional /Advertised Events (by invitation for VIP customers)

Number – 18 per year

Time – 10:00 am to 10:00 pm (lunch, dinner, reception)

Attendees – 150 max, 50 average

Food service – meal prepared on site or off-site

Promotional Events

Number – 2 per year

Time – Weekend (11:00 am to 7:00 pm)

Attendees – 500 maximum daily (rotating visitation throughout the day)

Food service – meal or appetizers, catered or prepared on-site

Charitable Events, Wine Related Organizations

(Fund raising auctions, grape grower association/community events)

Number – 2 per year

Time—Weekday (4:00 pm to 10:00 pm), Weekend (11:00 am to 10:00 pm)

Attendees – 200 maximum

Food service –meal or appetizers, catered or prepared on-site

Other Activities

Industry-Wide Promotional Events¹

Participation in up to six industry-wide events annually² with promotional on-site activities

1x Savor Sonoma Valley (March, 2-day event)

- March 19th & 20th, 11am to 4pm – Join 20 wineries throughout Sonoma Valley for a food & wine experience. Wineries will be showcasing 2015 vintage wines straight from the barrels, sampling new releases, and offering award-winning wines paired perfectly with culinary creations prepared by local chefs and restaurants.

1x Heart of Sonoma Valley (November, 2-day event)

- November, Check winery hours – Enjoy a complimentary Wine Tasting and 10% off select wines at 11 wineries throughout the Heart of Sonoma Valley when you obtain a Wine Trail pass.

2x Other Passport, barrel tasting weekend, or other industry event (TBD)

Wine Trade Open House

Number – 2 per year

Time – Weekday (10:00 am to 9:00 pm)

Attendees – 150 maximum

Food Service – Meal or appetizers, catered or prepared onsite

Annual Grower’s Breakfast (Private)¹

Annual breakfast with Kenwood’s Grower partners

Number – 1 per year

Time—Weekday (7:00 am to noon)

Attendees –100 maximum

Food service – meal, catered, or prepared on-site

¹ Pursuant to Sonoma County policy, industry-wide events, wine trade open house and the private annual Grower’s Breakfast are not calculated in the total number of winery events.

² Pursuant to a new Sonoma County policy, two-day events are calculated as 2 events.