"Eureka!" Just Doesn’t Do It Anymore, Or ...

Ten Ways to Let the World Know You’ve Found Gold in the Mother Lode

10. **Know the media.** Read the newspapers and magazines and watch the TV programs you want to entice up here. Ask yourself: Where to we fit in to their coverage?

9. **Keep your Web site current.** As soon as you enter a wine in a competition or release it, post its technical specifications and suggested retail price.

8. **Save your press releases for when you really have something to say.** A gold medal in a wine competition doesn’t qualify. Nor does a rave review from Robert M. Parker Jr.

7. **Think of what sets you apart.** You all have stories to tell. What excites you about what you are doing? Use that excitement to draw attention to yourself.

6. **Be honest and forthright in your dealings with the press,** even if the topic is momentarily embarrassing. If you’re candid, reporters remember.

5. **Personalize your story at every opportunity.** Make an emotional connection with your anticipated audience. Wine enthusiasts want to know what drives you.

4. **Try this exercise: Encapsulate your brand’s core values into three words.** Disney: Fun family entertainment. Starbucks: Rewarding everyday moments.

3. **Do more marketing collectively.** Organize thematic tastings to which only media and trade are invited. Have growers and winemakers available to answer questions.

2. **Consider some kind of multi-county event to bring more attention to the entire Sierra foothills.** How about a wine auction to benefit some group serving the foothills? Say a box-lunch sale that would pair regional restaurants with regional wineries?

**To most effectively promote your wines, multi-county teamwork is crucial.** Until you start to think of the Sierra foothills as a single appellation, you aren’t going to make the best use of your resources. One of the more effective wine-marketing people in the country is Jim Tresize, executive director of the New York Grape & Wine Foundation. Over the past 20 or so years Tresize has persuaded the vintners of such far-flung and disparate regions as Finger Lakes, Hudson Valley and Long Island to think of themselves as a single unit. He’s done it in part by keeping everyone on point with a catchy slogan: "Diversity is our strength, unity our power." When you look at all the varietals grown in the foothills, all the sub-appellations and all the characters up here, you know you don’t lack for diversity. All you need now is unity.

- Mike Dunne, The Sacramento Bee, June 5, 2008