

## **Wine Down Wednesday**

### **Goal:**

- A tasting event held quarterly at Whole Foods or local business storefront featuring local wineries and breweries. (Staffed by the manufacturer brand ambassadors)
- 5-7 tasting stations throughout the store. Each station provides one tasting (X oz pour)
- Create a fun event for members of the community to socialize and meet each other while enjoying beverages from California companies.
- Create awareness for Ocean Avenue CBD initiatives and other programs. Meet with and engage the local community at event.

### **Where:**

- Whole Foods or local business storefront

### **When:**

- Quarterly
- Held 5PM-7PM on Wednesday

### **How:**

- Partner with Whole Foods or local business and wineries/breweries based in the San Francisco Bay Area vicinity.
- Ticketed event – attendees pay \$10-20 for admission.

### **Budget: \$100**

- All participants pay for own fees.
- Proceeds go to Ocean Avenue CBD initiatives OR distributed evenly amongst whole foods, and participating beverage companies.
- Marketing/Promotion - \$100