



CELEBRATE WALLA WALLA VALLEY WINE REIMAGINED



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Since 2013, **Celebrate Walla Walla Valley Wine** has given attendees a comprehensive taste of the three most prominent wine varieties grown in the region - Cabernet Sauvignon, Syrah, and Merlot. As wine and tourism trends shift toward **experiential elements, new dimensions of wine destinations** and **lesser-known wines**, it was time to evolve.

Celebrate's legacy events have been renovated to provide a taste of the three most widely grown & produced varietals, and to **fully immerse them in all the region has to offer for an unforgettable wine experience** - highlighting the land, the wine, and the people.

These reimagined events preserve what attendees value most - **tasting aged wines, enjoying wine and food pairings, and conversing with winemakers** - while offering a fresh perspective on the vast variety of wine styles and tasting experiences the Walla Walla Valley has to offer, and **the unique terroir that makes it all possible.**



EVENT MESSAGING

KNOWN FOR MANY, RENOWNED FOR THREE

Celebrate is a powerful tool to tell the story of the Walla Walla Valley through the three wine varieties the region is most renowned for and expand to include the broader context of what the region is capable of producing through winegrowing, winemaking, and as a cultural center of excellence in both. Celebrate is the opportunity to collectively showcase the versatility, innovation, and resiliency of the region and reinforce the Walla Walla Valley Wine brand's position in the global wine community.

KEY MESSAGES

The Walla Walla Valley's diversity in climate and geography allows it to produce wines that compete with the best in the world illustrate both our versatility and capability on the global stage.

Celebrate Walla Walla Valley Wine is a three-day event redesigned to meet existing and emerging consumers wherever they are within their Walla Walla Valley Wine journey. The schedule offers a range of entry level to intermediate wine, food, and education experiences, along with unparalleled opportunities to connect with wineries, winemakers, vineyards, and other wine enthusiasts.

Celebrate provides the opportunity to provide a comprehensive visitor experience. Taking place during one of the most beautiful seasons in the Valley, it's a great time to fully embrace the region and plan for another visit.

EVENT SCHEDULE

THURSDAY, JUNE 19

Welcome Lounge, Registration | 2:00 PM, The Drayman House

Vintage | 4:30 - 6:30 PM, Long Shadows

Collaborative Winemaker Dinners | 6:30-9:30, Multiple Locations

FRIDAY, JUNE 20

Vineyard Tour & Tasting | 10:00 AM - 12:00 PM, Marcus Whitman Meeting Point

Summer Supper | 5:00 - 7:30 PM, Echolands

SATURDAY, JUNE 21

Masterclasses | 10:00 AM - 12:00 PM, 2 Locations

Block Party | 1:00 - 4:00 PM, Colville Street & Motor Co.

Collaborative Winemaker Dinners | 6:30-9:30, Multiple Locations



VINTAGE

Thursday, June 19 | 4:30-6:30 PM
Long Shadows

Age lends complexity and harmony to wine - embrace the rare opportunity to taste the beauty of aging in action during Celebrate's Vintage.

Taste from over 40 wineries' library selections aged over 10 years, delve into vertical and vineyard specific tastings, learn about the art of decanting and more, all while celebrating the beauty lent by the passage of time.

WHAT'S CHANGED

Not much! This beloved event will remain mostly the same, with the event layout evolving to offer curated sections within the large tasting - wineries will be thoughtfully organized for maximum attendee experience and elements of cellaring, opening, and service of library wines will be added. Vintage cars add to the aesthetic, the intrigue, and assist with a step back in time.

WINERY ACTIVATION

Participating wineries can pour 1-2 wines from 2015 or earlier



GOAL: Demonstrate the ageability of Walla Walla Valley wines.



VINEYARD TOUR & TASTING

Friday, June 20 | 10:00 AM - 12:00 PM
Marcus Whitman Hotel - 3 Vineyard Stops

The best wines start on the vine. Sip at the source during Celebrate's new trek through the terroir - an immersive experience where wine tasting meets vine tending.

Presented in collaboration by vineyard managers, winemakers, and wine experts, this tour delivers the key attributes that make the Walla Walla Valley a preeminent wine-growing region through a multi-sensory experience. Attendees will taste some of the region's celebrated wine varietals, directly where they are sourced from while learning about the mix of volcanic soils, loess deposits, and Missoula flood sediments and ideal climate for viticulture while putting one foot in the prestigious and scenic vineyards of the Valley.

NEW EVENT!

This new experience provides a coveted opportunity to taste in the vineyard - combining wine tasting, education, and scenic views at scale.

The event will feature a 30-minute stop with tasting and talk at 3 vineyards in the Walla Walla Valley. Each location will feature a tasting of 2-3 wines and presentations by winemakers, growers, and experts. Attendees will load on to buses at the Marcus Whitman, along with a tour host.



GOAL: Connect the beverage to the land.

SUMMER SUPPER

Friday, June 20 | 5:00-7:30 PM
Echolands

Save a seat at this summer wine country table with intentionally crafted summer cuisine to accentuate the versatility and approachability of the wines produced in the Walla Walla Valley.

Walla Walla Valley Wine is best enjoyed amongst good food and great company. Dine and mingle with wineries and fellow attendees during this unrivaled exploration of flavor, pairing bold reds, refreshing and crisp white, rosés, and sparkling wines alongside the spicy, smoky notes of high quality summertime BBQ.

NEW EVENT!

This new event will give attendees the coveted opportunity to taste in the vineyard - combining wine tasting, education and scenic views. This event serves to highlight how community shapes wine and the Walla Walla experience for the better.

This dinner will have station-style dining featuring bites from a barbecue partner and curated wine pairings, and options for standing and seated areas to encourage mingling and exploration.

WINERY ACTIVATION

- Wineries can pour 1-2 wines (one red, one white, rosé or sparkling)
- Select approachable wines designed to pair with BBQ, grilled meat and veggies.



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GOAL: Highlight the versatility and everyday approachability of wines from the region.



MASTERCLASS

Saturday, June 21 | 10:00 AM - 12:00 PM
2 Locations

Terroir encompasses the entirety of the environment in which wine is produced - from the soil to the climate, and from the geography to the makers.

Hear from the people who make up a key element of the Walla Walla Valley's terroir and visiting winemakers from other esteemed regions as they delve into the rare soils, varied elevation, distinct climate, and personal philosophies that shape some of the celebrated growing areas within the region - all while tasting the wines these unique factors yield.



WHAT'S CHANGED

After focusing on one varietal during one educational panel, we will shift to two masterclass sessions so that attendees can delve into an aspect of the wine region that demonstrates the Valley's relevancy. Masterclasses will range in topic to tell a holistic, yet experiential story.

Speakers will include local winemakers and growers, as well as guest participation from other leading wine regions, along with esteemed wine writers, critics, and educators.

GOAL: Affirm the Walla Walla Valley Wine brand's international distinction by comparing and sharing wines with other global wine regions.

BLOCK PARTY

Saturday, June 21 | 2:00-5:00 PM
Motor Co. & Colville Street

Good vibes, paired with even better wines.

Find your way to the heart of downtown Walla Walla for a vibrant celebration of local wine, food and the town so nice, they named it twice. This immersive event offers curated tastings, local cuisine, live music and an onsite bottle shop, so that you can take the memories home with you.

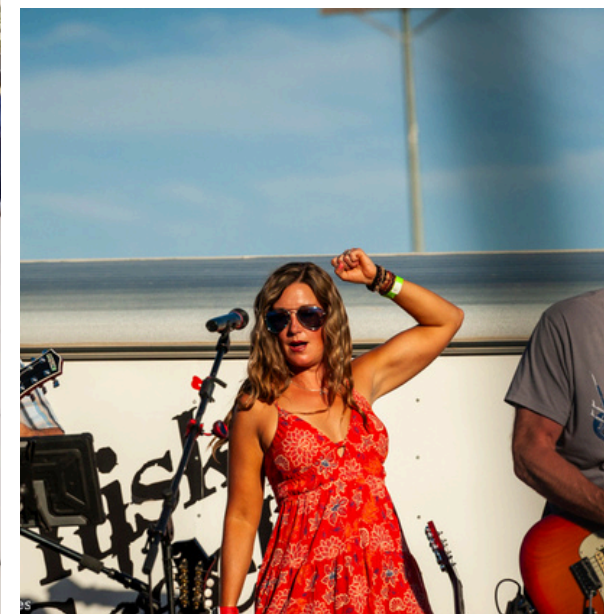
WHAT'S CHANGED

The Block Party will take the Grand Tasting and turn it up a notch. Wineries will be organized into "blocks" after registration closes that provide a curated attendee experience - these may include varieties, vineyards, styles, districts - allowing attendees to learn your story without the confines of one varietal. Additionally, food and music will make the atmosphere lively. We're also adding the ability for wineries to sell bottles onsite through the Celebrate Bottle Shop.

WINERY ACTIVATION

Wineries can pour 1-4 wines - recommended to pour:

- At least 1 Cabernet Sauvignon, Syrah or Merlot
- At least 1 white wine, sparkling wine or rosé



GOAL: Showcase the depth and breadth of quality in the Walla Walla Valley.



COLLABORATIVE WINEMAKER DINNERS

Thursday, June 19 & Saturday, June 21
6:30-9:30 PM | Multiple Locations

Gather around the table with winemakers and fellow wine enthusiasts during the Collaborative Winemaker Dinner Series. This time-honored tradition is an experience unique to the Walla Walla Valley - where makers come together to share their craft alongside cuisine from esteemed chefs in an intimate setting. Offered on both Thursday and Saturday evening, seats at these dinners are sought-after - reserve yours today.



WHAT'S CHANGED

An ever popular Celebrate event, this year the Collaborative Winemaker Dinners are a tool to encourage visitors to get into town early, or stay through longer. This year's dinners will be split between two evenings - Thursday night and Saturday night.

WINERY ACTIVATION

- Wineries can select which evening to host their dinner.
- Each dinner should feature 2-4 wineries; all participating wineries must be members of the Wine Alliance

GOAL: Highlight camaraderie & innovation amongst wineries & winemakers.

AROUND THE VALLEY

Around the Valley events are a winery's opportunity to create a Celebrate event of their own own! We encourage wineries to host an activation either solo or collaboratively - whether it be a special tasting flight, collaborative winemaker dinner, vineyard tour or something entirely unique.

All we ask is that these events do not conflict with any Celebrate events. All "Around the Valley" events will be added to our event webpage and the event program.

TIME WINDOWS

THURSDAY, JUNE 19

- Before 2:00 PM

FRIDAY, JUNE 20

- 12:30-4:30 PM
- After 8:00 PM

SATURDAY, JUNE 21

- 12:30-1:30 PM

SUNDAY, JUNE 22

- All day



GOAL: Connect Celebrate attendees directly with wineries & winery during their visit.