

Thanks for your interest in International Petit Verdot Day!



HOW VINEYARDS, TASTING ROOMS & WINERIES CAN PARTICIPATE

- Feature Petit Verdot in your tasting room on January 25 or the days leading up to the big day, offer discounts or sales, you may also consider petit Verdot flights or petit Verdot by the glass at a special rate
- Consider participating in our Producer Webinar on Wednesday, January 22 at 8pm when we will meet via Zoom and discuss this interesting varietal, more details coming soon
- Host a mini tasting for your wine club, offer them special deals on Petit Verdot
- Share your activities and events on social media using
#PetitVerdotDay #InternationalPetitVerdotDay
- Invite a chef or food truck to join you on January 25 and challenge them to pair something with Petit Verdot
- Collaborate with a local chef and offer a wine pairing dinner featuring your wines and their food
- Go **LIVE** on social media (i.e., Facebook, Instagram, YouTube) on **January 25** and share your celebration with the world, don't forget your hashtags
#PetitVerdotDay #InternationalPetitVerdotDay
and to tag **@merlot2muscadine**

For more information on International Petit Verdot Day, contact:

Arthur Barham,

Merlot2muscadine,

arthurb@merlot2muscadine.com