

# BRANDYWINE WINE TRAIL VALLEY

THE BRANDYWINE VALLEY WINE TRAIL (BVWT) IS AN ASSOCIATION OF WINE AND CIDER PRODUCERS DEDICATED TO THE PROMOTION AND PRESERVATION OF THE BRANDYWINE VALLEY AS A UNIQUE AND OUTSTANDING WINE-PRODUCING REGION

## CORE GOALS

- > Create and support a vibrant community of producers
- > Foster a spirit of cooperation and camaraderie between members
- > Stimulate interest in regionally-produced wine
- > Promote the Brandywine Valley as a wine destination
- > Gain recognition as an autonomous entity and industry leader
- > Leverage our resources for strategic sourcing, collective buying, and best practices

## MARKETING OBJECTIVES

VIA SOCIAL MEDIA, LOCAL EVENTS, CONTENT CREATION & ADVERTISING

- > Generate Awareness
- > Build Loyalty
- > Increase Engagement
- > Earn Recognition

## SOCIAL BY THE NUMBERS



FACEBOOK  
5050 followers  
@bvwinetrail



INSTAGRAM  
954 followers  
@bvwinetrail

[BVWINETRAIL.COM](http://BVWINETRAIL.COM)