



Napa Green Ambassadors

Would you like to feel more comfortable and confident talking about Napa Green Winery and Land certification and sustainable winegrowing?

Want to have a quick answer ready when people ask, “What is the difference between sustainable and organic?”

Interested in new ideas to engage guests and members and share your sustainability story in the tasting room, on social media and other communications channels?

Join us for a **Napa Green Ambassadors** workshop. We are going to begin offering these workshops regularly for hospitality and sales staff, particularly as we get the **Napa Green Tasting Passport** launched.

WHEN: Tuesday, July 7, 2020

WHERE: **Zoom Webinar.** Video not required (if you're still wearing PJs)

TIME: 9:30 - 11:30 AM PST

The workshop will cover:

- What is sustainability, and how is it different from organic?
- What is Napa Green? What does it mean to be “soil to bottle” certified?
- Evidence customers want this information and will use it in their travel and purchase decisions.
- Examples of sustainability- and nature-based stories and customer engagement from Napa Green members and other certified sustainable wineries.
- Butterflies, bees, birds and other beneficial and charismatic creatures.
- Ideas and tips for effective social media and web content.
- Using existing and new data collection to show the value of sharing sustainability stories and inform communications strategies.