		January	February	March	April	May	June	July	August	September	October	November	December
Communications													
	facebook/instagram												
	email newsletter	Winter pruning	Girl Scout Cookie Pairing	St. Patty's favorite ciders	Easter tips - best way to dye eggs	Mom's Favorite Recipes	Dad's Grilling Tips	Summer Sippers by the pool			Gift pack options	Thankful	
	website	Update winter hours		Update new releases		Update summer hours					Update Holiday Packs	Update UPS shipping deadlines	
Club Programing			Winter Release - Feb 7		Spring Release - April 4			Optional Summer Shipment			Fall Release - October 10		Optional Holiday Pack
					Past Club Members - welcome back						Club member for a day promo		
Tasting Room Promotions		Winter Blues - 15% off	Share the Love - chocolate tasting	Spring has sprung! - Cider release	Hoping Through the Vines	15% off Anniversary special	Zin & BBQ Sauce combo pack	Summer sippers mead pack	Hot August Nights - Sauv Blanc	Friends & Family Sale	Harvest Savings	Thankful for You!	Sip & Shop
Events													
	in-house		Chocolate tasting Valentine weekend		Easter Egg Hunt in vineyard	15th Anniversary Party!	BBQ Pig Roast		Comedy Night in cellar				Sip & Shop - music Friday nights
	local	Winter Wineland	Cider Trail	Mardi Gras party - Downtown Assoc.				4th of July fireworks booth	Summer Fair - cider competition	Harvest Celebration in Town Square	Harvest Fair - wine & mead comp.		Parade of Boats
Outreach		local Bed & Breakfast	Visitors Bureau	Hotel Concierge	Bloggers and local writers	Trade Organizations	Visitors Bureau	Hotel Concierge			Visitors Bureau		Hotel Concierge
Holidays/Events		New Years	(14) Valentine's Day, (21) President's Day	(1) Mardi Gras, (13) Daylight Savings, (14) St Patricks	(7) National Beer Day, (17) Easter, (15) Tax Day	(8) Mother's Day, (22) Craft Distillery Day (25) National Wine Day (30) Memorial Day	(3) World Cider Day, (19) Father's Day	(4) 4th of July	(6) National Mead Day	Labor Day	(1) World Sake Day, (31) Halloween, harvest	Veterans Day, Thanksgiving	Holidays