MAY 2012
TASTE LOCAL

Oregon Wine Month

For every case sold, a donation is made by the Oregon wineries listed below and matched by Young's Market Company to Oregon Food Bank

Oregon FOOD BANK℠

Acrobat • Airlie • Benton-Lane • Bridgeview Vineyards • Cloudline • Cooper Mountain Vineyards
Del Rio • Dobbes Family Estate • Domaine Drouhin Oregon • Erath Vineyards
Foris Vineyards & Winery • Hinman / Silvan Ridge • Joel Gott • King Estate
Kings Ridge • Momokawa • Moonstone • Panther Creek • Sokol Blosser • Viridian
WillaKenzie Estate • Wines by Joe • Willamette Valley Vineyards

Young's Market Company

Acrobat · MOMO KAWA · Airlie · Bridgeview Vineyards · Willamette Valley Vineyards · Del Rio · Dobbes Family Estate · Erath Vineyards · Viridian · Domaine Drouhin Oregon · Benton-Lane Winery · Panther Creek · Cooper Mountain Vineyards · Foris · King Estate · Kings Ridge · Moonstone · Sokol Blosser · Silvan Ridge · Hinman Vineyards · WillaKenzie Estate · Wine by Joe · Joel Gott Wines · Cloudline

Getting Involved with Hunger in Oregon

How often does the selling and buying of wine at our stores, bars & restaurants provide food for hungry families in Oregon?
The month of May is one of those opportunities when all of us can step up and get involved in the solution.
By purchasing wines from Taste Local, you can:

- Reduce food anxiety in school children [33% of the hungry are children; studies show full bellies produce better grades and improve children's outlook on life vs. hunger that creates irreversible health problems and poor grades]
- Keep families in groceries until new, or additional employment allows for funds to feed their children [over 1 million boxes of Emergency food were distributed last year by OFB, up 30% from 2008]
- Show struggling Oregonians that we care!

Each of you make buying decisions every day.
In May, buy & feature the Oregon Wines from the Taste Local Program.
Do more than you did last year –

- Create an eye catching display featuring participation Oregon wineries; shelf talkers w/the Taste Local, Oregon Food Bank logo.
- Work with your chef to create food & wine pairings printed on the menu; have a staff contest to sell the most Taste Local Oregon wines during May.
- Hang a poster in your bar that can't be ignored so your customer will order Taste Local Oregon wines.

MAKE HUNGER MATTER. YOU ARE THE DIFFERENCE.

One hundred years from now,
It won't matter what car I drove,
What kind of house I lived in,
How much I had in my bank account,
Nor what my clothes looked like,
But, the world may be a little better
Because I was important in the life of a child.
– Unknown

No one has ever become poor by giving.
– Anne Frank