

The Woman's Market Show

Date: March 28-29

Attended: Elizabeth, Anthony and John on Saturday

Elizabeth and Michelle on Sunday

Although the atmosphere from the vendors was positive and upbeat, there was not enough traffic. Not enough advertising to get the word out - people didn't even know there was a show. We did not use our own website to try and generate traffic. I think that this could have been a more successful show if it had been advertised more aggressively through our own website, facebook and other social media as well as through the woman's market show organizers.

People stopped at our table. Not too many people interested in trying the grape juice that was offered in small cups. People did chat about the idea of making wine themselves. They liked the idea of a less expensive alternative and the varieties of wine that we carry. People did take the brochures that included our price list. Not sure if we have generated any leads from the show.

Michelle with "Rustic Path" joined me at the both on Sunday and did bring attention to our table with her assortment of jellies made from the Village Winemaker wine kits. People stopped Although she did sell some Jellies (approx. 10 jars) I don't think she got the exposure that she wanted either.

Suggestions/ideas for the next time:

We should go prepared with a promotion to get people into the store as soon as possible i.e. coupons for their first batch (\$10 off) or Village Winemaker money coupons ... or have an open house coming up that we can invite people to and have an actual invite to hand out.