



It was on the 4th of July, 2015 that we opened our Tacoma Tasting Room with a rather memorable experience...read about our opening day excitement below.

### **Too Hot in Tacoma**

Are you familiar with scent marketing? It's the use of a smell to draw customers to what you're selling – like the smell of Cinnabons permeating much of a mall. We ended up using it when we opened a second tasting room in Tacoma in 2013. There are a lot of differences between Mattawa and Tacoma. One is the temperature which we thought would be good as Tacoma's more moderate temperatures would eliminate a concern of the wine getting too hot.

We were wrong. We were wrong already that first summer. After months of preparing the tasting room, we were ready for a general opening on the Fourth of July. Several of us gathered to welcome our new neighbors as they came to check us out. It was very warm that day, so we put lots of wine in the cooler.

There was a 4<sup>th</sup> of July program just a couple of blocks from the tasting room. A lot of people from the local neighborhood walked by the shop door on their way to the program. We used that opportunity to give them invitations to stop in our shop. It was a little discouraging as so many people were walking by but didn't seem that interested in our tasting room.

The streets cleared as the program got underway. A few minutes later I heard a horrific, loud crash. My first thoughts were that a car had crashed in front of the shop or a plane had hit the building, it was that loud. But no, in the next few seconds I realized the shelves had collapsed in the cooler and the explosion was created by breaking wine bottles. Surprisingly only about a dozen bottles were broken from that packed cooler.

After so carefully getting everything cleaned and in its place for the opening, we now had a big mess to clean up before the program ended. We got the broken bottles and wine cleaned up from the floor just as our neighbors started walking back to their homes. While the wine went on the floor, the aroma wafted out the door, over the sidewalk and into the street. That smell of wine drew people in and filled up our tasting room.

While it wasn't planned, we had a good response to our first foray into "scent marketing."