



### Benefits to Partners

The Lodi Wine and Beer Trail will bring customers to your business at no cost to you. Many of these customers “hikers” will come from out of town. They will be visiting Lodi for wine tasting or mini vacations. They will need places to eat, drink and lodge.

The Rotary club will provide reports on use quarterly to partners and consult with partners regarding ideas for improvement.

Partners may change their offerings on a monthly basis by contacting the Lodi Rotary Club Trail Manager via email or by phone.

Contact us with any questions you may have. This flyer was given to you by one of the Executive Board Members and they will leave their contact information with you. If you don't sign up on their initial visit, they will do a follow up as a courtesy via phone call or visit to see if you have any questions. Questions call or text (916) 300-2416.



What you will see when you access the app on your phone.

## Where Do You Want To Hike?

CHOOSE A TRAIL TO GET STARTED



### Lodi Wine & Beer Trail

Take a hike on the Lodi Wine and Beer Trail! Explore the amazing wineries, breweries, restaurants, and bed and breakfast inns in the Lodi area. Hosted by the Lodi Rotary Club chartered in 1921.

LET'S GO!

You can visit the Donor Trail website to learn more.

<https://donortrail.com/>

Some of our partners are listed on the reverse.

### Rotary Board Member Contact Information

Name: Mike Hodge, President

Lodi Rotary 2019-2020

Phone 916-300-2416

Email: [michaelhodge2000@comcast.net](mailto:michaelhodge2000@comcast.net)

## Donor Trail Concept

The Lodi Wine and Beer Trail (LWBT) is a fund-raising project of the Lodi Rotary Club. It is a part of the Donor Trail concept using an app on smart phones to drive customers to businesses. Customers “hikers” purchase a trail pass for \$25 from the Lodi Rotary Club. The club uses the money for projects in the community and to support local nonprofits such as The Village and the WOW Museum.

The passes are good for 1 year from purchase and can be used one time at each “partner” business on the trail. Businesses become partners at no cost by offering discounts to the hiker. For example, one of our partners offers the following: Two free tastings, \$5 discount of a purchase of \$25 + and \$5 off of the first shipment if the hiker joins the wine club.

The trail consists of wineries, breweries, restaurants, hotels, Bed and Breakfast Inns, olive oil businesses, etc. The Rotary club will advertise the partners on the Lodi Wine and Beer Trail in the app and local media. The LWBT's goal is two-fold: Raise funds for projects in the community and support local businesses.

All our partners must do is honor the stated discounts they offer and provide information to the Lodi Rotary for the app and post a flyer in their establishments. The contract period is for one-year but partners can cancel out with a 30 day notice. We believe that it will take a year for partners to determine if being a part of the trail makes business sense.

Experience has shown in areas where the trails started that they do make sense. The donor trail concept started with breweries in Colorado, spread to Washington and Oregon. The LWBT will be the first in California and will be the second wine and beer trail. We hope you will join us and support the Lodi Rotary club in its efforts to support the Lodi community.

# Your Favorite Local Spots

Get a sweet deal at ALL of these local businesses while out with friends and family:



Complimentary

tasting for two

Wine Club discount

on full price bottle

purchases (20% off)

Gift with Wine Club

membership



Free tasting for 2 --

\$20 value



Garsetti Vineyards  
GALT, CA.

**CLICHÉ**  
WINE CO.

Complimentary

Tasting for 2



Complimentary

Tasting for 2

50% off membership \$5 off \$25 + purchase

fee (\$100 x 50%=\$50)

valid for initial year.

**TWISTED  
ROOTS**