

Title: Lodi Rotary Club Initiates the Lodi Wine and Beer Trail

The Lodi Rotary Club began developing the Lodi Wine and Beer Trail (LWBT) in the Spring of 2019. The LWBT operates on a cell phone app hosted by the Donor Trail ® a software program developed by Rotarians for Rotary Clubs. It is used to generate funds to develop projects which support local nonprofits and local community businesses. The Trail is the first in California. There are trails in CO, OR and WA and trails are being started throughout the USA.

You will find a list and more about the businesses on the LWBT by visiting its website at <https://donortrail.com/lodiwineandbeertrail>. There is also a picture of the app on a cell phone to give you an idea of how it appears to the cell phone user. Also, a FaceBook page for the trail is available and you can visit it at <https://www.facebook.com/LodiTrail/>. Information about new businesses is posted when they join the trail and when they make special offers.

The app can be downloaded for free from the Apple Store or Google Play. Once the app is downloaded the person then selects the trail they wish to join. Trails appear on the phone based on GPS proximity to the cell phone user. The person then selects the trail to join (prices to join trails vary) and the fee for joining the LWBT is \$25 good for one year from the date of purchase. Passes are available at the Chamber of Commerce and from club members.

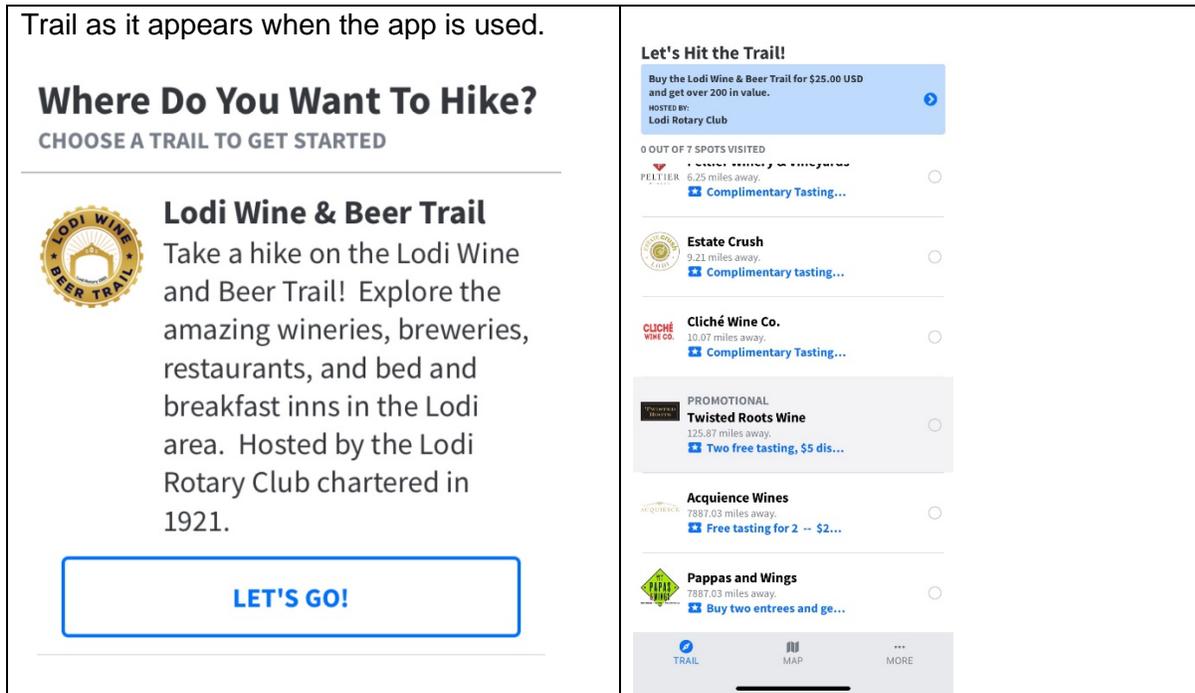
The fee minus operating expenses goes to the Lodi Rotary club to do projects for nonprofits in the community (WOW museum, The Village, LOEL Center, schools – Dictionary Project, Love Lodi Day, etc.) The person purchasing the Trail pass is known as a “Hiker” a metaphor for users visiting the various businesses that partner on the trail.

The Hiker then gets to visit local businesses and take advantage of discounts offered by wineries, breweries, restaurants, BnBs, and hotels that are partners to the trail. The Hiker can save hundreds of dollars by visiting the businesses and taking advantage of the discounts offered on purchases. Hikers can use the discount at each business once in the year. The LWBT is limited to businesses in the Lodi Appellation. The Trail is growing weekly as new businesses join.

The Lodi Rotary Club’s website is www.lodirotaryclub.com and the Rotary club welcomes anyone interested in helping the community. The club meets on Thursdays at noon, at Hutchins Street Square except for the first Thursday “Date Nite”. Visit our FaceBook Page to keep up to date on events and the Date Nite schedule. Visit the FB page at <https://www.facebook.com/lodirotary/>.

There will be a kickoff party celebration on January 18th at Peltier Winery, starting at 5:30 pm and anyone interested in joining the Trail or learning more about it can come to our kick-off party. We will be enjoying wine and appetizers provided by our hosts Peltier Winery and Hollywood Café. If you are interested in joining as a business partner or finding out more call Mike Hodge at (916) 300-2416 or email him at michaelhodge2000@comcast.net.

Below are pictures that can be used for the article.



Webpage for the Lodi Wine and Beer Trail.

