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# Why consider Conjunctive Labeling?

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- Capitalize on **brand identity** that Mendocino has as a destination with consumers **worldwide**
- Increase **recognition for every AVA** within Mendocino County, and ensure that consumers understand where they are located
- **Consistent messaging** - every winery shares in telling the same story
- Many Mendocino County wineries are **already** doing conjunctive labeling.
- Napa, Sonoma, Monterey, Lodi and Paso Robles have **successfully implemented** conjunctive labeling. Europe has been doing it for centuries.
- **Remove persistent consumer confusion** over Anderson Valley vs. Alexander Valley
- Consumers need **more information**, not less
- Rising tide lifts all boats - more **awareness is good** for all Mendocino AVAs
- **Benefit** from Visit Mendocino County's considerable marketing efforts
- **Millennials** want to associate with a place and its unique story
- Build **brand equity and loyalty** for Mendocino County wines and grapes
- **Preserve and strengthen** our position in the world wine market
- **Increase sales** of wines produced from Mendocino County grapes