So you are going to open a winery

Donniella Winchell, Executive Director
Ohio Wine Producers Assn.
winchell@knownet.net
800-227-6872
How do you make a small fortune in the wine business?

Start with a large one.

Now, if you are still interested…….
‘Quality is job one’

- raw material plan
- physical plan
- marketing plan
- financial plan
- sales plan
- growth plan

ALL OF THE ABOVE IS IMPORTANT TO YOUR MARKETING SALES PLANS
Raw materials

- Garbage in garbage out
- Wine is born in the vineyard [orchard]
- Best orchards and vineyards
- Sanitation from the field to the bottle
- Regional legitimacy
Physical plan

- Time from field to plant
- External traffic patterns: farmer vs. tourist
- Use of gravity
- Tasting room plans: right handed proclivity
- Food service
- Distance to population centers
Marketing Plan

- Image – from business cards to TV ads
- Brochures
- Newsletters
- Mailing lists – e and otherwise
- Signage
- Events

- Define your niche
- Public relations
- Speakers’ circuit
- Paid advertising
- Local CVB
- ‘Good’ customer rewards
- Finding ‘champions’
Financial plans

- Realistic gallonage goals – 3 to 5 years, more?
- Over extension – plan to grow as you grow
- Long dollar vs. short one
- Grown fruit vs. purchased fruit
- Open the doors with a ‘private’ blend
- Pieces and parts: gift shop, education classes
- Cash flow: March is tough
Sales plan

• Push or pull theory
  – How will your wine sell?
• Tourism traffic
  – Hospitality staff
  – Tours
  – Motorcoach
• Wholesale vs Retail
  – ‘real’ cost of sales
  – Concentric circles
• Restaurants for new wineries
• Shipping: in and out of state
• ‘Unique’ varietals beyond your tasting room
• ‘Event’ sales opportunities with your fellow wineries
Growth plan

- Beyond mom and pop
- Plant design
- Equipment purchases
- Sales and marketing groundwork
- Generational plans
In the end... or perhaps at the beginning

- Know your own situation
- Look around
- Be creative
- Pay attention to detail
- Love it more than your competitor