

So you are going to open a winery




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*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