

# Developing Relationships with On and Off Premise Customers

---

Where to Sell Your Wines

Doss Cummings, National Sales Manager

Christine English, Regional Sales Manager

Childress Vineyards

# Distribution

---

- How to select a wine distributor – large versus boutique
- What makes your wine valuable to a distributor – ratings/awards, reputation, quality, niche in market
- What wines do you want to sell through a distributor versus sell through tasting room, wine club, festivals and on-line
- Do you want to sell your wines in a chain store such as Lowes Foods (off-premise) or to restaurants (on-premise)
- Chain store requirements – authorizations and shelf placement, displays, ads
- Restaurants – By the Glass versus Bottle listings
- Turn-over – how fast is your wine going to sell for the retailer or restaurant

# Off-Premise vs. On-Premise

---

- Options for selling your wine: Tasting room and winery direct, festivals, self distribution or through a distributor
- Deciding what method is best for your portfolio
- How much wine are you able to produce? How much do you expect to grow?
- Out of stock or low quantity issues
- How to price your wine
- What type of wines are you selling – sweet versus dry?
- Who is your target customer? Does that wholesaler cater to that customer base?

# On-Premise Accounts

---

- Getting to know your accounts – Manager, bartenders, servers, wine specialist – Sommelier
- By-the-Glass vs. Bottle list placements
- Working with your distributor on premise sales team
- How often does the restaurant change their wine list? Wine Features and Marketing POS – table tents, menu inserts
- Be willing to do wine dinners and staff training
- Sales volume to expect – restaurant versus chain store
- Time commitment - visits and follow up
- Going beyond the wine list - Where can customers buy your wine?
- The importance of name recognition and Branding

# Off-Premise Accounts

---

- Do you want to cater to the chain stores ( Lowes Foods, Harris Teeter, etc. ) or do you want to focus on wine shops and independent retailers? Your current volume and price points of your wines will help dictate this
- Will you have time to dedicate to calling on the chain buyers? Face to Face time is critical so you can tell your story
- Working with your distributor off premise sales team calling on grocery stores
- Will you have time to dedicate to tastings in the grocery stores
- Sales volume to expect in chain store depending on the SKU count they put in their sets
- You are only new once to your wholesaler and retailer so very important to get momentum going and build off that
- Look at the chain stores that are close proximity to your winery. Focus on that one and then go to the other chains for business with your success story
- Always remember it is a three- tier system so be a good business partner with your wholesaler and retailer. Always keep your word and support your business partners. Wholesalers have hundreds of brands so they have to like selling your brand.

# Pricing

---

- Markup definition and formula
- Gross margin definition and formula - calculator
- How retailers set price – typical margin is 25% to 28%
- How distributors set price – typical margin is also 25% to 28%
- Example: \$9.99 Retail wine, your price to distributor will be \$5.32 at 26% Margin to you
- Is it worth it to sell your wines through a distributor or are you better off selling through your tasting room and online