Marketing wine grapes & wine
Commercial Winegrape Grower Workshop
Piketon, Ohio * 13 August 2010

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http://directmarketing.osu.edu/content/ohiowines.htm

EMPOWERMENT THROUGH EDUCATION
Marketing “Combination”

Marketing is not only much broader than selling, it is the whole business seen from the customer’s point of view.

Peter Drucker 1958
People

Who buys/influences?

• Who purchases or influences the purchase of products/services?
  – Wine Business Owner
  – Wine Maker (Business or Home)
  – Person Paying / Approving Payment
  – Marketing / Distribution People
  – Consumer Preferences

– Current & Potential Customers?
– Target Market (Area)?
What do I know about you…?

Varieties / Quality

Practices - use of pesticides, fruit thinning, risk management

Harvest timing (sampling procedures - quality & timing)

Transportation

Pricing & Payment Terms
People

Who buys/influences decision to buy grapes/wine

- **You**
  - What do you want?

- **Your Customers/Visitors**
  - Who are your customers?
  - Who do you want them to be?
  - Who/What influences decisions?
  - What do you know about them? (their goals, pain/pleasure, expectations)

*The Loyalty Ladder - Christopher et al (1991)*
Products
What do you sell?

- Grapes – which variety / varieties
- Other fruit

- Pricing
  - Cost +
    - Variable – per acre production & per ton harvest
    - Fixed – general cost of doing business
  - Supply & Demand
  - Positioning (what does the winery charge for their wines – how do they position?)
  - Customer / Friend / Fan
• A product or service provides customer satisfaction only if it is available to the customer when and where it is needed.” - Lambert, Stock & Ellram, *Fundamentals of Logistics Management*, 1998
Promotions

Communication Options (B2B)

• Image, Positioning - Competitive Advantage
• Cards
• Targeted approaches for selecting customers
• Directory Listings / Memberships
• Internet (Web, Social Media, Email, Texting…)
• Signage
• Events
• Public Relations
• ‘Uniforms’
• Collaborate with winery
  – Production story in tasting room
  – Production story on Blog, Facebook,…
• The customer experience
• Ongoing Customer Relationship Management
Promotions
Ohio MarketMaker

• National Site

www.ohiomarketmaker.com

• State Site

www.ohiomarketmaker.com
Promotions
Ohio MarketMaker

- **OhioMarketMaker.com**
  - Free, easy-to-use web-based resource
  - Allows users (producers & buyers) to update individual data & search all data.
  - Maps potential markets by demographic characteristics (census profiles of targeted markets)
  - Maps and provides profiles of food related businesses, including producers, processors, retailer, farmers’ markets, wineries and more
Free Profiles

- Contact / Location
- Profiles
  - Product Type
  - Attributes
  - Methods of Sale
  - Details ... (production/cases, brand names, reviews & awards, ...)
- Connections
- Groups
- Web
- Report
- Alerts
www.ohiomarketmaker.com

Try It – Search, Register, Forum…

- Profile
- Buy/Sell
- Search for Market
Promotions
(Benefits vs. Features…Relationships)

- **Who?**
  - Right Audience/s
- **What?**
  - Right Message
  - Attention—Interest—Desire—Action (Lavidge and Steiner, 1961)
- **When**
  - Right Time, Frequency (4-9x), Consistency
- **Where**
  - Right Place, Media Choices
- **How Much**
  - Right Budget (leftover money, % of sales,…)
Your Plan

Business Plans (Story)
– Section 1: Summary (Situation+)
– Section 2: Management
– Section 3: Marketing (Ps)
– Section 4: Money
– Section 5: Measures of Success
– Section 6: Attachments
Learn From Others

- Wine Market Council
- National Wine and Grape Initiative
  [http://ngwi.org](http://ngwi.org)
- Wine America
  [http://www.wineamerica.org](http://www.wineamerica.org)
- Wine Institute
  [http://www.wineinstitute.org](http://www.wineinstitute.org)
- Wine Industry Profile
  [http://www.agmrc.org/commodities__products/fruits/wine/wine_industry_profile.cfm](http://www.agmrc.org/commodities__products/fruits/wine/wine_industry_profile.cfm)
- The Beverage Information Group
  [http://www.bevinfogroup.com](http://www.bevinfogroup.com)
- Trends - [http://trendwatching.com/briefing](http://trendwatching.com/briefing)
Learn from Others

- So you want to open a winery (Ohio Wine Producers Assn) [http://www.ohiowines.org/winery_starter_kit.shtml](http://www.ohiowines.org/winery_starter_kit.shtml)
- Ohio Grape Web [http://www.oardc.ohio-state.edu/grapeweb/](http://www.oardc.ohio-state.edu/grapeweb/)
- Ohio Grape Industries Committee [http://www.tasteohiowines.com](http://www.tasteohiowines.com)
- Alcohol and Tobacco Tax and Trade Bureau [www.ttb.gov/wine/forms.shtml](http://www.ttb.gov/wine/forms.shtml)
- Wines and Vines Magazine [http://www.winesandvines.com](http://www.winesandvines.com)
- Vineyard and Winery Management Magazine [http://www.vwm-online.com](http://www.vwm-online.com)
Learn from Others

- **Ag. Marketing Resource Center – Grapes**
  [http://www.agmrc.org/commodities__products/fruits/grapes.cfm](http://www.agmrc.org/commodities__products/fruits/grapes.cfm)

- **Marketing wine grapes (MN) (Microsoft Word Document)**

- **Small Winery Investment & Operating Costs, Winery Business Plan Guide from Washington State University,**

- **Economics of a Small Premium Winery, Univ. of Georgia,**
Learn from Others

- **Starting a Winery (MD)**

- **Virginia – Description & Example**

- **Tennessee**
  [www.utextension.utk.edu/publications/pbfiles/pb1688.pdf](http://www.utextension.utk.edu/publications/pbfiles/pb1688.pdf)

- **Illinois**
  [http://www.commerce.state.il.us/NR/rdonlyres/E24BD84D-6D4F-4C95-B48C-E7AFB869F526/1760/Winery.pdf](http://www.commerce.state.il.us/NR/rdonlyres/E24BD84D-6D4F-4C95-B48C-E7AFB869F526/1760/Winery.pdf)

  **General Business Plan Template** *(Microsoft Word Document)*

- **BPlans** - [http://www.bplans.com](http://www.bplans.com)
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