

PVCC WINE MARKETING

March 16, 2024



First Things First - Introductions and Learner Seminar Goals

The
key to
finding
what you want,
is **knowing**
what you want.

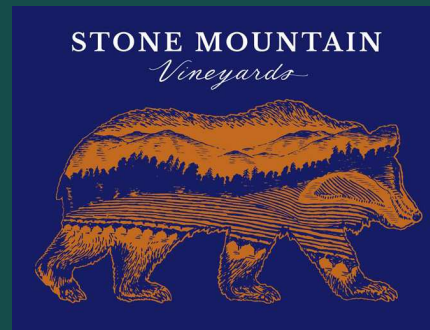


Who is Your Brand? Corporate Identity Discussion - hooks, logos and taglines

HOOKS - CATCHY, MEMORABLE BRAND POSITIONING

- A hook is an angle used in content and advertising that grabs attention, creates interest and makes an audience receptive to your messages.
- Here's an example of how to find your big gain marketing hook:
 1. What are the **PROBLEMS/PAIN POINTS** of your target market?
 2. What are your customers **GOALS** with regard to this **PAIN POINT**? And why do they want to achieve them?
 3. What can the customer gain from achieving their goal? What are the advantages?

LOGOS CAN COMMUNICATE SUBTLE MESSAGES



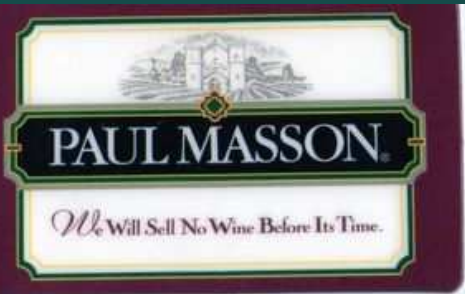
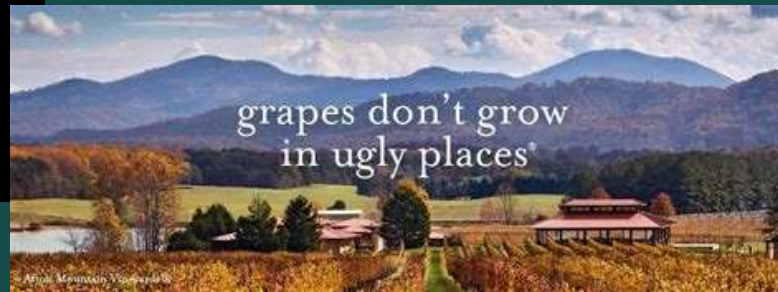
Taglines can define a brand



MARINES
THE FEW. THE PROUD.

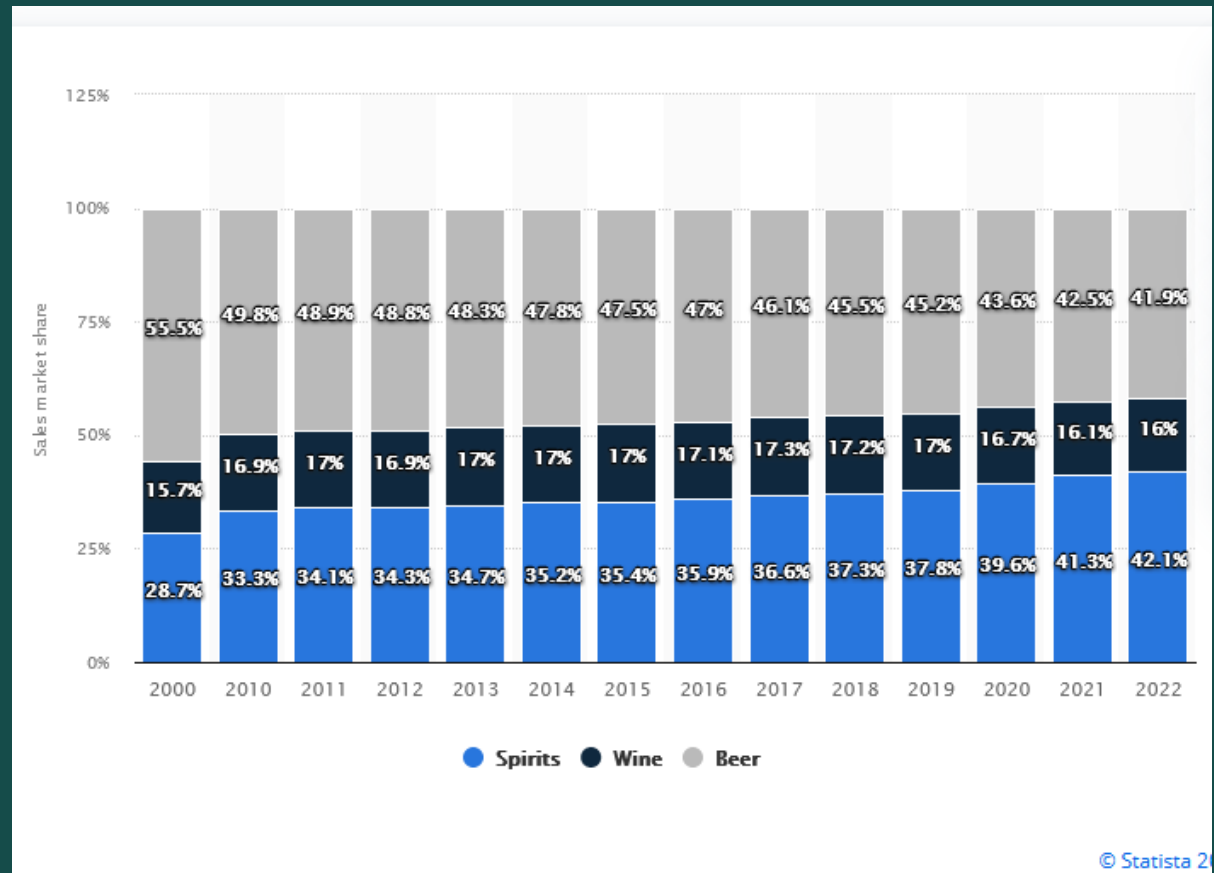


got milk?



What is America Drinking?

In 2022, beer accounted for an estimated 41.9 percent of the U.S. alcohol industry market. While the wine market has remained relatively stable in recent years, the market share of beer has gotten smaller in favor of spirits.



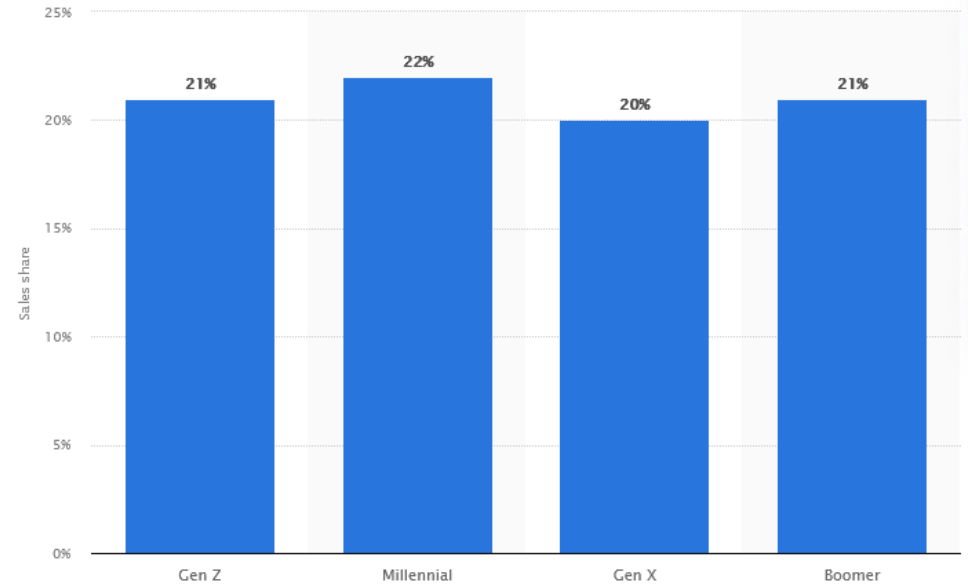
Who Is Drinking Wine in America

U.S. Drinkers' Preferred Alcoholic Beverage, by Subgroup

Do you most often drink liquor, wine or beer?

	Beer %	Wine %	Liquor %
Gender			
Men	54	15	28
Women	23	49	26
Age group			
18 to 34	45	22	30
35 to 54	42	28	27
55 and older	32	42	23
Education			
College graduate	33	41	22
Not college graduate	43	24	30
Annual household income			
Less than \$40,000	46	24	27
\$40,000 to \$99,999	40	28	30
\$100,000 or more	32	38	26

GALLUP, JULY 6-21, 2021



[Additional Information](#)

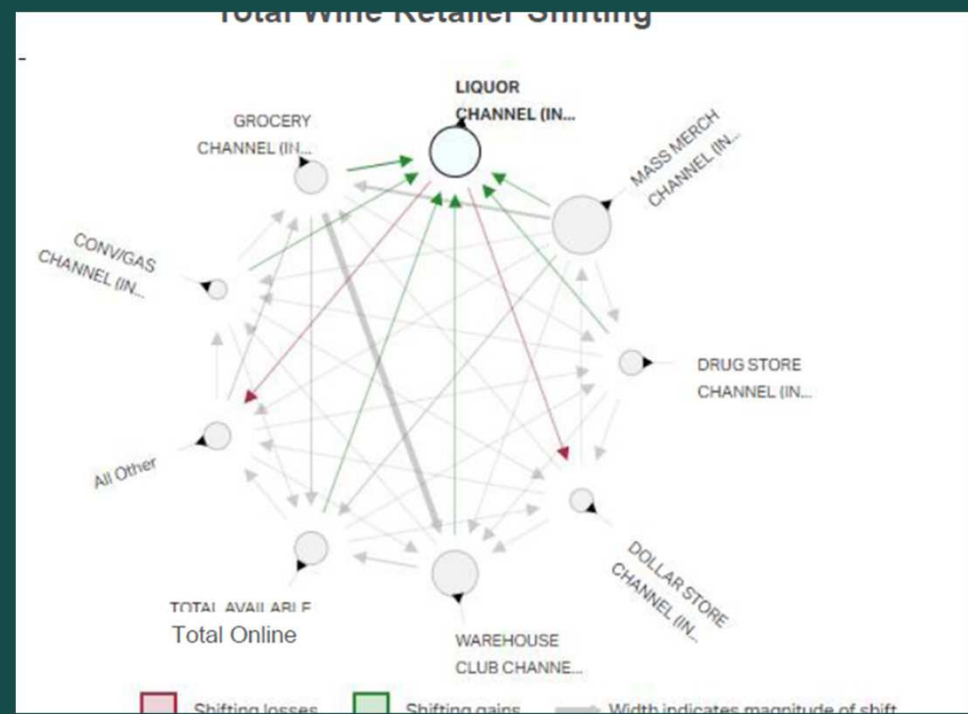
© Statista 2024

[Show source](#)

Where is America Buying Wine

Total Wine Net Shifting by Channel

Retailers	Net Shifting
LIQUOR CHANNEL (IN STORE)	\$22,521,156
WAREHOUSE CLUB CHANNEL (IN STORE)	\$19,389,957
TOTAL AVAILABLE RETAILERS (ONLINE)	\$10,019,060
CONV/GAS CHANNEL (IN STORE)	-\$542,832
DOLLAR STORE CHANNEL (IN STORE)	-\$3,261,179
DRUG STORE CHANNEL (IN STORE)	-\$4,220,975
All Other	-\$5,943,383
GROCERY CHANNEL (IN STORE)	-\$9,901,189
MASS MERCH CHANNEL (IN STORE)	-\$28,060,616



Data from Liz Thatch, MW President Wine Market Council

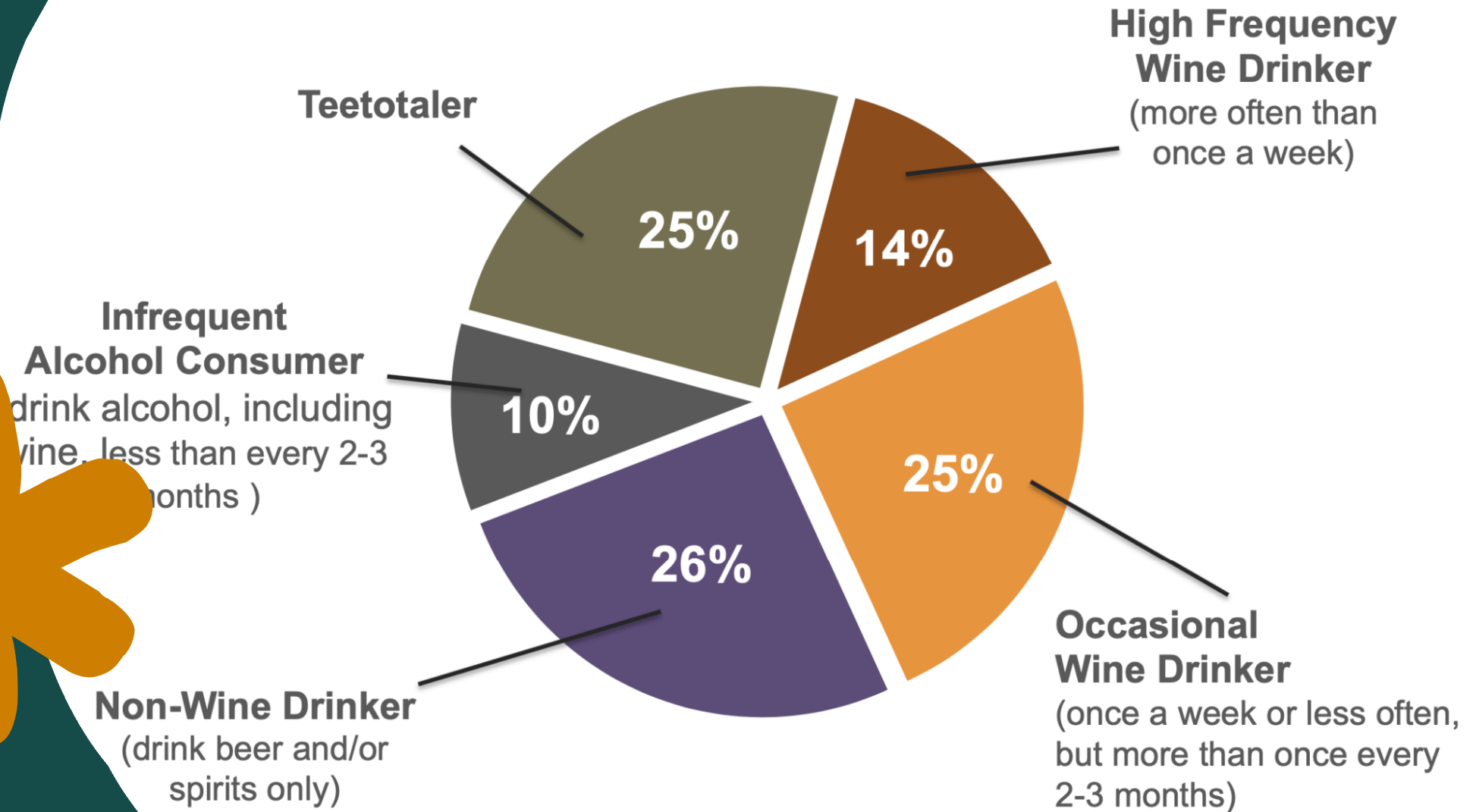




IMAGE SEEKER



ENGAGED NEWCOMER



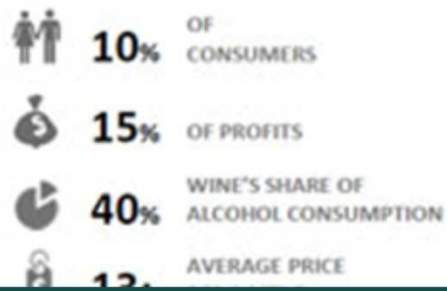
EVERYDAY LOYAL



PRICE DRIVEN



ENTHUSIAST



OVERWHELMED



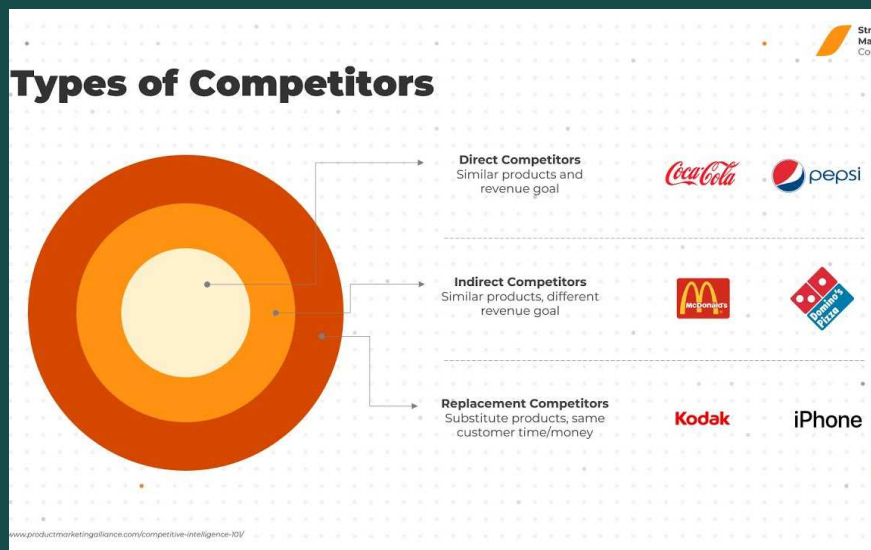
Market Identification
Who Is Your Ideal Customer?
How Aunt Maude Can Focus Your Marketing



- Identifying your ideal customers will help you weed out less-than-ideal customers—those that are harder to sell to, don't spend as much money and aren't as profitable. By focusing on your ideal customers and discovering the best way to communicate with them, your business will grow faster with less effort, becoming more successful and profitable.

Competition Identification

Who are you competing with? And perhaps more importantly who is NOT your competitor?



- Competitor analysis in marketing and strategic management is an assessment of the actual strengths and disadvantages of current as well as potential competitors. This analysis provides both an unpleasant and defensive strategic context to spot opportunities and hazards.

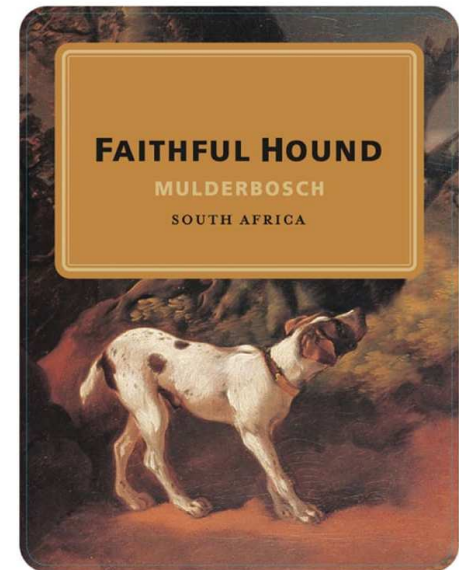


Skinnygirl™
THE WINE COLLECTION

PINOT
GRIGIO
CRISP, ELEGANT



Label Review and Exercise





Bio Break and Exercise

#1 Choose a bottle from the group on the bar. When we reconvene tell the group why you picked that bottle, what the packaging is trying to express

#2 Examining all the bottles in the group pick the one you think is most and least expensive.



THIERRY and GUY



FAT bastard
CHARDONNAY

002

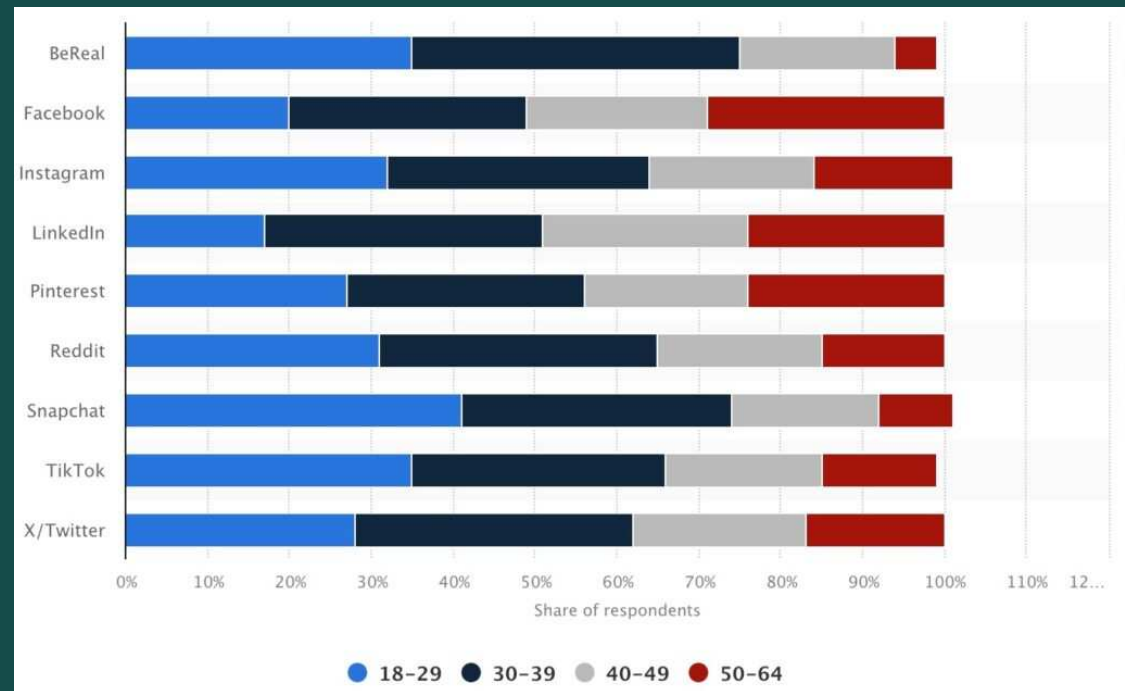
5% by Vol.

bottled by
THE FAT BASTARD WINE COMPANY

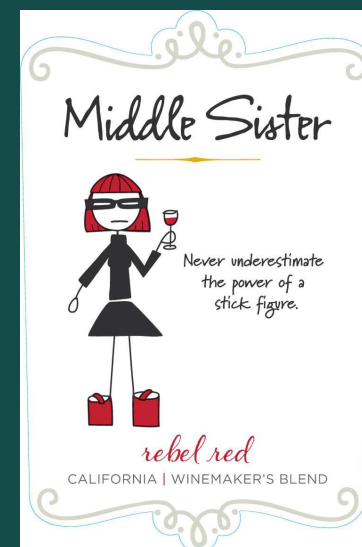
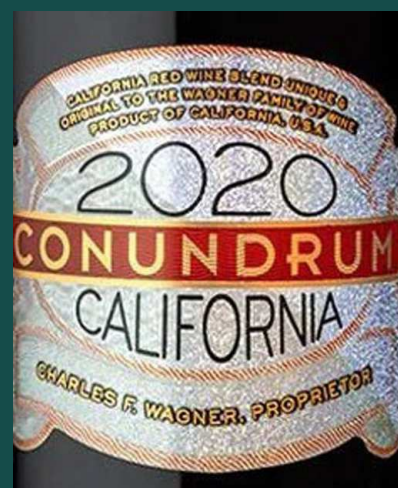
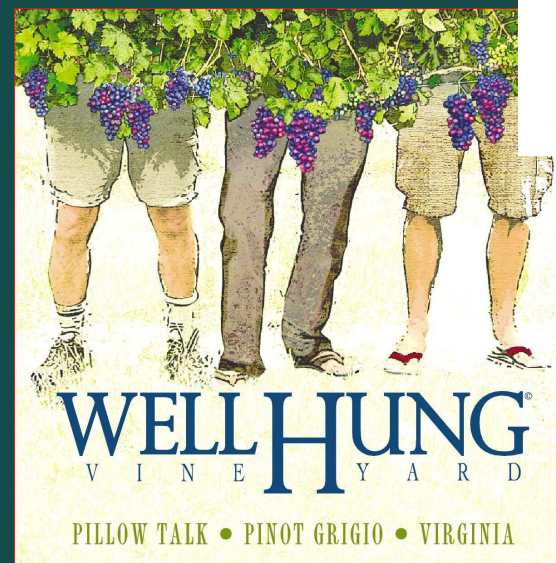
750ml

Social Media is the New Water Cooler - But Not Everyone Is at The Same Cooler

- 18-29 years – Snapchat (41%), TikTok (35%), Instagram (32%)
- 30-39 years – LinkedIn (34%), X/Twitter (34%), Snapchat (33%), Instagram (32%)
- 40-49 years – LinkedIn (25%), Facebook (22%), X/Twitter (21%)
- 50-59 years – Facebook (29%), LinkedIn (24%), Pinterest (24%)



Who Are You?
Where do Winery and wine names come from?





Winery Events - Public and Private

Weddings I Do or I Don't?
Food Festivals? Wine
Festivals? Corporate events?

Tasting Notes Discussion 3 A's an M and an F

Consistent Notes help Consumers appreciate your wine

These five elements can be found in nearly every wine tasting note written:

- APPEARANCE
- AROMA
- ATTACK
- MIDPALATE
- FINISH

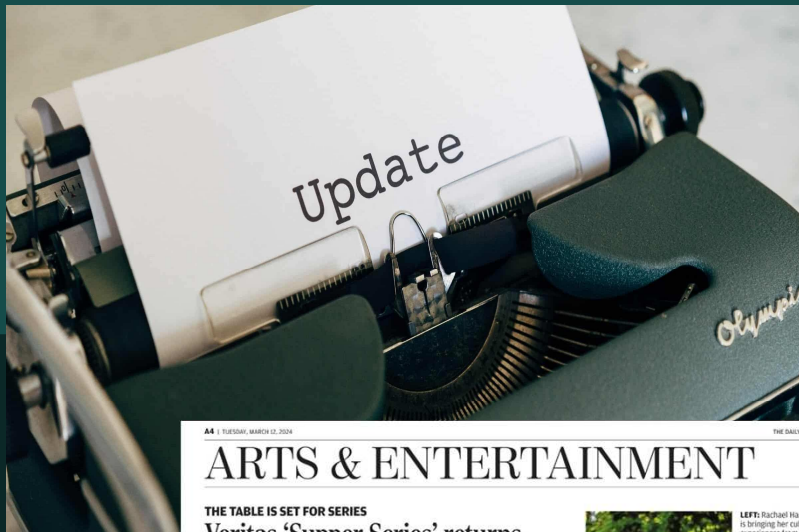


Price Points Positioning Your Wine to Succeed

- **Extreme Value wines**, average cost \$4.00, this category is made up of bulk wine.
- **Value wine**, average cost, \$4-\$10, described as “Basic quality bulk wines from large regions and producers.”
- **Popular Premium Wines**, average cost \$10-\$15, “Large production, decent varietal wines and blends
- **Premium** \$14-\$20 “Good, solid quality wines
- **Super Premium** \$20-\$30 “ Great, handmade wines from medium-large production wineries
- **Ultra Premium \$30-\$40** “Great quality, handmade, excellent-tasting wines from small to large producers”
- **Luxury \$50-\$100** “Excellent wines from wine regions made by near-top producers”
- **Super Luxury \$100-\$200** “Wines from top producers from microsites”
- **Icon \$200+** “The pinnacle of wines, wineries and microsites.”

Earned Media – Is The Media Release Dead?

No, but it does require constant care to make it work



44 | THURSDAY, MARCH 12, 2020 | THE DAILY PROGRESS

ARTS & ENTERTAINMENT

THE TABLE IS SET FOR SERIES

Veritas 'Supper Series' returns with chef's focus on special touches

JANE DUNLAP KATHE
The Daily Progress

When Veritas Vineyard & Winery opens the second season of its Supper Series at 6:30 p.m. Friday, guest chef Rachael Harris will be sharing "a kind of a menu of things I make for my friends."

Harris, who draws on culinary experiences from her time serving in the U.S. Navy and working in Washington, D.C., area restaurants and blends in her own farm-to-table fondness for Appalachian and Shenandoah Valley foodways, enjoys presenting simple foods with emotional impact.

"I just want it to be really nice," Harris said. She savors seeing when "something simple, like a biscuit or a cookie," and diners' "eyes rolling back in their heads"

charilly, passionfruit and lemon-grass Pop Rocks.

"Our kitchen is a parlor. Some people are intimidated by it," Harris said. "Sometimes, it's not as pretty as it should be, because I'm impatient."

The wine selections include Scivilla '06, Bone '21, Common Wealth Crush "Let's Be Friends," Petit Verdot '21 and Petit Manseng '19. Two of the selections are non-Veritas wines from a Mayanberry wine incubator that offers wider exposure to emerging winemakers who don't have their own tasting rooms.

That generous approach to bringing people together in both the kitchen and the dining room is important to Harris. Her favorite cuisines range from Louisiana to

LEFT: Rachael Harris is bringing her culinary experiences from her time in the U.S. Navy and the Washington, D.C., restaurant scene and her influences from Appalachian and Shenandoah Valley cooking to her Veritas menu.

FAR LEFT: During the first meal of the second season of Veritas, Vineyard & Winery's Supper Series, chef Rachael Harris will be sharing country ham biscuits, red-eye mushroom grits and pavlova.

PHOTOS COURTESY OF RACHAEL HARRIS

In a nod of respect to chef Rachael Harris' time cooking for the U.S. Navy, veterans attending



Where to share your media releases:

- Newspapers
- Radio
- Television
- Blogs
- Podcasts
- Magazines
- Wine Club
- Customers
- Social Media
- Tasting Room



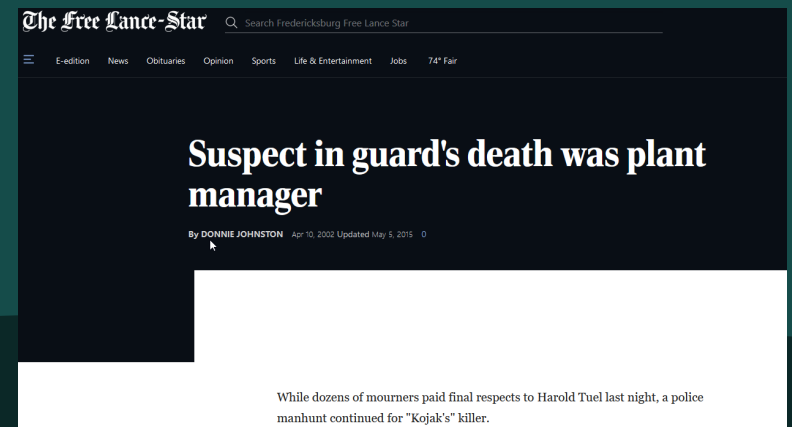
Public Relations In Good Times and In Bad

Media Relationships Matter and Constantly Churn

Prince Michel Security Chief Killed

Published by Waldo Jaquith on April 8, 2002 in Law and Justice. 2 Comments

79-year-old Harold Tuel was killed Friday afternoon at his home in Leon, at Prince Michel Vineyards, where he was employed as the security chief. Madison County police suspect foul play, and have confirmed that there is a suspect in the case. No information is available about how he was killed, though more information on the case should be released this afternoon. Peter Savodnik has the story in today's Progress. 04/09/02 Update: Police have charged Billy Dean Martin, 40, with capital murder and issued a warrant for his arrest. Keri Schwab has the story in today's Progress.





Media Evaluation - Where to Place Limited Advertising Dollars

- Print
- Broadcast
- Narrowcast
- Social
- Digital - OTT, PreRoll, Placement Etc

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You, Alison Dickie and 18 others

Like Comment Share

Neil Williamson
January 21, 2014 · 🌐

Plan accordingly wine peeps

How much WINE

15 CASES

12 BOTTLES

6 BOTTLES

1 BOTTLE

Keswick Vineyards
January 21, 2014 · 🌐

Had to share this post from one of our awesome wine club members. Hope everyone is properly prepared for the snow 😊

Neil Williamson
September 18, 2012 · 🌐

VIRGINIA HAS 210 WINERIES.
OCTOBER HAS 31 DAYS.
GO.

OCTOBER VIRGINIA WINE MONTH
discover your local crush

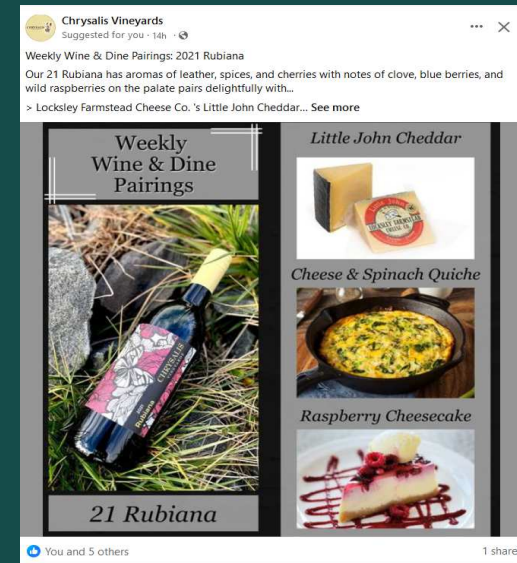
Virginia Wine Festivals & Events
September 18, 2012 · 🌐



Consumers Love to Know The Inside Scoop



Find a reason To Post regularly - Content Real Content is King

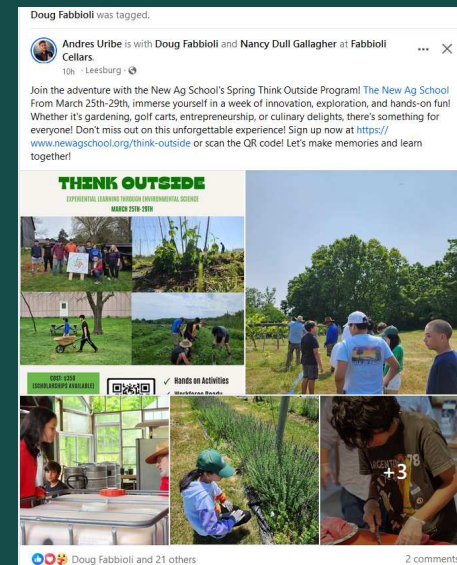


Facebook Tricks of The Trade

MEMORIES ARE WORTH SHARING



TAGGING INCREASES VIEWERSHIP





Business Plan vs. Marketing Plan
Why You Need Both

et



- Event Driven Marketing Plan
- Focuses advertising \$\$ to generate interest and attendance at events in addition to brand building



Minor Ridge Winery



Minor Ridge Winery

CREATIVE ASSIGNMENT

Minor Ridge Winery is an established award-winning winery. They are seeking to expand their portfolio with two proprietary blends, one white and one red. Your assignment is as a group over lunch

- Name each of the wines
- Develop a label/packaging concept for each
- Suggested Retail Price Point

At the end of lunch, select a spokesperson from your group to present to our expert panel.



Working Farm and Vineyard with History

- 50 Head of Hereford Cattle
- Two Circa 1850 Homes near vineyard (winemaker's House, worker housing)
- 10 Acres of alternating corn/soybean
- Three spring fed ponds





Arthur and Edith Wesson

Minor Ridge Founders

Winemaker
Jake Wesson



Minor Ridge Winery Awards

2020 Vidal Blanc

Bronze: Tasters Guild International Wine Competition

2020 Chardonnay

Bronze: Virginia Governor's Cup Wine Competition

Bronze: San Francisco International Wine Competition

2019 Chardonnay Reserve

Bronze: International Eastern Wine Competition

2018 Viognier

Bronze: Indy International Wine Competition

Bronze: Governor's Cup Wine Competition

2018 Cabernet Sauvignon

Bronze: International Eastern Wine Competition

2018 Cabernet Franc Reserve

Silver: Virginia Governor's Cup Wine Competition

Bronze: International Eastern Wine Competition

Bronze: San Francisco International Wine Competition

2017 Merlot

Bronze: Virginia Governor's Cup Wine Competition

2020 Late Harvest Vidal Blanc

Gold: Indy International Wine Competition

Silver: San Francisco International Wine Competition

Silver: Tasters Guild International Wine Competition

Bronze: Virginia Governor's Cup Wine Competition



Minor Ridge Winery

Quick Facts

- Address: 1919 Old Moorehouse Road, Shasta, VA 22912
- Phone: 540-456-8400
- Website: www.minorridgewinery.com
- E-Mail: info@minorridgewinery.com
- Vineyards established: 1985
- Acres: 100 acres, 15 planted
- Winery established: 2013
- Wines Produced: Cabernet Franc, Cabernet Sauvignon
Chardonnay, Merlot, Riesling, Vidal Blanc, Yet unnamed Blend
(white blend- Chardonnay and Riesling), Yet unnamed Blend (Cab Franc, Cab Sauv, Petit Verdot)
- First Vintage: 2013
- Hours of Operation: Wednesday through Monday 10:00 to 5:30
- Closed Thanksgiving, Christmas, New Year's Day, and Easter



