School:

Team ID (ex. MSUteam3):

Winery name:

This template is intended to serve as a general guide to your team’s business plan. Please use this template for your submission (saved as a PDF).

You will also be submitting 2 financial workbooks from the WBE Financial Calculators:

* Cost of Goods Calculator and your
* Pricing workup using the Pricing Calculator.
* Provide details for your grape sources, production plan, and packaging from these workbooks to support your business plan whenever possible.

Your final component for submission will be your label (front and back) and again make sure that the information on your label is consistent with your overall plan.

Please feel free to create advertising, posters, a logo and any other supporting elements for you plan to submit with your business plan!

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Role (winemaker, finance, marketing, etc. | Email | Phone |
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Section I: Mission, Vision and Goals

* Mission statement (what do you intend to accomplish with your business?):
* Company vision (what do you see for your product in the future?):
* Goals:

Section II: Wine and Winery Overview

Provide an enthusiastic snapshot of your product explaining who you are, what you do and why you are producing this wine (one or two paragraphs – this is called an “elevator pitch”). After reviewing this section the reader should have a basic understanding about your product(s) and very general plan.

**Your wine/winery snapshot:**

**Winery name:**

**Wine name:**

**Total case production (winery):**

**Case production (this wine):**

**MSRP Retail Price (undiscounted price for website and market BEFORE promotional price incentives):**

**Actual selling price for your wine (typical price the wine will sell for day-to-day):**

Section III: Legal Wine Details

**Wine LABEL details (make sure your label submission contains ALL legally required information!):**

[**https://www.ttb.gov/images/pdfs/p51901.pdf**](https://www.ttb.gov/images/pdfs/p51901.pdf)[**https://www.ttb.gov/wine/beverage-alcohol-manual**](https://www.ttb.gov/wine/beverage-alcohol-manual)

[**https://www.ttb.gov/wine/grape-variety-designations-on-american-wine-labels**](https://www.ttb.gov/wine/grape-variety-designations-on-american-wine-labels)

|  |  |
| --- | --- |
| **Variety or varieties (and percentage if blend):** |  |
| **Legal AVA (grape origin)** |  |
| **Country of origin** |  |
| **Alcohol level** |  |
| **Production** (estate, produced & bottled by, vinted & bottled by…) |  |
| **Net contents** |  |
| **Vintage** |  |

Section IV: What is your wine production model?

**Pick one of the production options you will employ, then explain why you choose one of the following options for producing your wine:**

* Estate winery
* Full production winery, no vineyards
* Urban winery
* Custom crush/virtual winery

Section V: Define Your Market and Market Strategies

* Describe the current macro environment of the global wine industry and the near-term outlook for your wine category in your primary market (consider articles you can find at Beverage Trade Network site, Winebusiness.com, Wines & Vines, etc.):
* Provide a general profile, or personas, of your targeted customer(s) - demographics (age, gender, income), current product preferences and wine-buying behaviors (where do they buy wine, how engaged in wine-related activities?).
* What is the total market for you product and what share of the market you currently anticipate (example: there are currently XX thousand/million cases of this variety/style at my price point and I plan to sell XX number of cases representing XX% of the market):
* What is the demand for your product now compared to demand near-term and long-term (is there a growing, or shrinking, market for your product)?

Section VI: Percentage of this wine sold by sales channel

* 3 tier system
* In-state direct to account
* Tasting room
* Wine club
* Mailing list
* Web site
* Online 3rd party sales

Section VII: Competitive Analysis

* Identify a minimum of 5 competitive wines. These are wines at a relatively similar price point, same of similar variety(ies) or flavor profile, and/or region of production).

Describe how and why your products & services are competitive, special, different or unique – what will you tell each why they should buy YOUR wine instead of the wine of a competitor (for each of the following points of sale):

* + To wholesaler/distributors:
  + To retail store buyer:
  + To restaurant buyer:
  + To target wine consumer:

Section VII: Sales Strategies

Identify the channels of distribution and sales for this wine then describe your distribution strategy, including export:

* + Promotional outline – make sure to include how you will promote your tasting room, web site, etc.
  + Point of sale support – restaurant wine list and by-the-glass, retail placements and displays.
  + Education/training

Briefly describe your sales strategies for each of the following distribution channels. Recap from above how you will apply pricing (deals, coupons, post-offs) and promotions to sell your products and services competitively.

* + Consumer direct
    - Wine club
    - Tasting room
    - Mailing list
  + Online to e-tailer (wine.com, Groupon-style sites, etc.)
  + Online via 3rd party marketing facilitators
  + Retail stores
  + On-premise (restaurants, hotels, bars, wine bars)
  + Account direct in your own state:
  + Airlines, cruise ships, military clubs, duty free, etc. (optional)