

PW

PRactical WINERY & VINEYARD

SEPTEMBER/OCTOBER 2009

**30 years
of service**

*Carbon footprints of
vineyard operations*

BOTTLING SERIES —
*Preventing oxygen ingress
Impact of oxygen levels*

SMART VITICULTURE
*Grape prices,
wine quality*

*Key elements
winery e-commerce*

SHOWCASE
PROFESSIONAL SERVICES

**Vineyard Portrait
promotion = sales**



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CASE STUDY

Innovative co-branding and promotional program

An interview with Eva Bertran (Executive Vice President at Gloria Ferrer Caves & Vineyards, Sonoma, CA)

Q: What did you actually buy with artist Ann Rea's Vineyard Portrait program?

A: We bought custom fine art merchandise including oil paintings created of and in our vineyards. Our first order included 100 collectible signed Exclusive Edition framed and unframed giclée (zhee-clay) fine art prints and 500 note cards. We bought the items from Ann at wholesale prices, and sold them at retail in our tasting room. I believe we were one of Ann's first clients in late 2004.

Q: What is the promotional value of the Vineyard Portrait program?

A: Conventional advertising and promotion is temporary and it is costly. Through collectible fine art, we gain a permanent place in our customer's homes and hearts, and we profit. The lasting value of art is that it can create an emotional connection.

Q: How much did this program cost and what is your current profit?

A: Our initial investment was about \$2,000. We have received over \$6,000 in profits selling the prints and gift merchandise. We also used some items as special promotional gifts.

Q: Did you pay for Ann's labor or just the wholesale merchandise?

A: No, we did not pay for her labor, travel, or lodging expenses. In exchange, however, we agreed to assist Ann Rea in selling the original field studies painted at our vineyards at our events and in our tasting room. In 2005, we also had an exclusive exhibit of her work at the winery, and an opening.



Giclée print titled "Glory Vines – Carneros," painted at Gloria Ferrer, was one of Ann Rea's first vineyard series paintings. © Ann Rea.

Q: What is the current sales agreement for the Vineyard Portrait program?

A: Ann has tiered-pricing with the custom merchandise tied to the sale of her paintings:

Tier 1: Ann Rea, Inc. provides the winery \$5,000 of custom merchandise at wholesale prices featuring one image of a vineyard. The winery provides assistance in the sale of \$5,000 or more in paintings or custom commissioned paintings.

Tier 2: Ann Rea provides \$10,000 in merchandise featuring up to three images. The winery helps to sell \$10,000 worth of paintings.

Tier 3: \$20,000, six images, sales total of paintings.

Tier 4: \$30,000, 12 images, sales total of paintings.

Q: Did you tell Ann what and where to paint?

A: No, that can only come from the artist. It is like hiring someone to write a commercial jingle or hiring an artist to compose a symphony. We would not want to interfere with this.

Mike Crumly, our VP of vineyard operations, took Ann on a vineyard tour to areas visitors do not see and showed her some of his favorite spots. Ann came back several times, and chose what to paint and from where.

Q: Is the Gloria Ferrer logo on the fine art prints?

A: No, Ann handwrites our name when she signs and titles a print. It is not meant to be commercial — that would take away from its value as collectible fine art. (We also sell in our tasting room several Michael Schwab posters with our logo.) In 2006, to commemorate the 20th anniversary of the opening of the winery, we asked Ann to create and emboss a "20th Anniversary" seal on the special prints. They were gifts to Southern Wine & Spirits executives and key people that have contributed to the success of Gloria Ferrer.

Q: What was your involvement in this process? How long did it take?

A: Not much involvement. When the series was completed, with Ann's

COVER STORY

Q: Does Ann retain the rights to her intellectual property?

A: Yes, she maintains exclusive reproduction rights. This is a co-branding opportunity.

Q: Have you purchased more merchandise?

A: Yes, we have ordered 14 times in five years. We have reordered giclée prints and note cards to sell, and to use as special gifts. We sent note cards to 500 restaurants to thank them for their business. We placed each card inside a leather envelope that they could use to keep mementos (pictures, letters, etc). We started their collection with an image of our vineyards by Ann. People loved it.

Q: What was the response to these promotional gifts?

A: It was fantastic. People were very flattered and genuinely thankful. Gloria and Jose Ferrer took several

prints to Barcelona, Spain to give to their sons Pedro and José Maria, who had lived in Sonoma and managed Gloria Ferrer for years.

Q: How many vineyards does Ann paint in a series?

A: One only, as each series is an exploration of the unique visual essence of the terroir. French Impressionism, the tradition Ann paints in, is about an artistic exploration of a particular time and place. Ann can only do a few series in a year so her services are limited.

Q: Do your winery guests seem to gravitate toward Ann Rea's colorful vineyard prints, originals, and accessories as a unique way to remember their visit?

A: Yes, they are the first thing that you see when you come in the door and it is a way for them to take something home that reminds them of their visit here long after the wine is gone. ■

CALENDAR

OCTOBER 10 SANTA BARBARA COUNTY CELEBRATION OF HARVEST

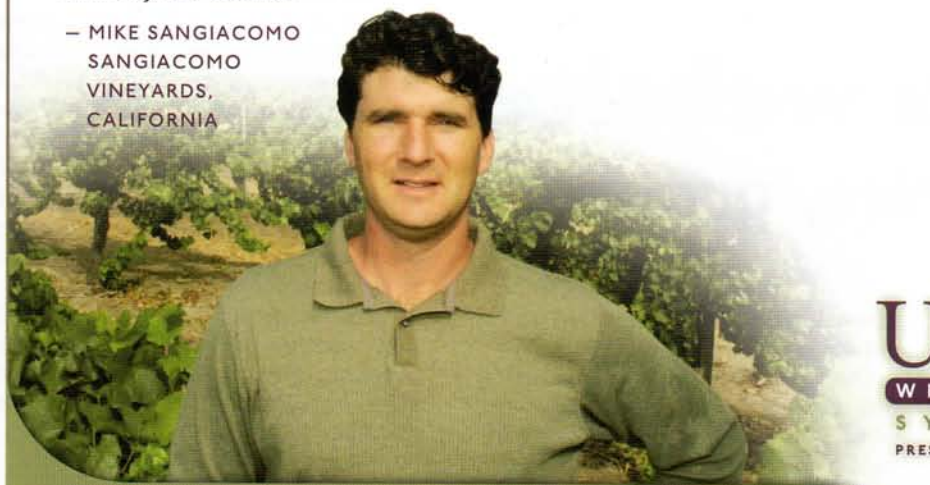
Santa Barbara County Vintners hosts the 2009 Celebration of Harvest festival, [1pm to 4pm] at Rancho Sisquoc Winery, located on the outskirts of Santa Maria, CA. Winemakers, viticulturists, tasting room hosts, and growers will celebrate with more than two dozen local chefs in wine country cuisine, caterers, specialty food purveyors, to showcase the bounty of the unique Santa Barbara County agricultural paradise.

The 100+ members of the Vintners' Association will pour current wines, and have donated many large format bottle wines, special winery dinners, and gift-boxed verticals for a Silent Auction to benefit local charities. Local bands will entertain on Rancho Sisquoc's grassy slopes!

Celebration of Harvest is more than just the festival itself! Visitors can purchase a "Vintners' Visa" — a 4-day passport for tastings and special offers at more than 30 participating wineries — to take a leisurely drive on wine trails. Many wineries will host special events over the weekend. For complete details and tickets, visit the Santa Barbara County Vintners' Association website at www.SBCountyWines.com, or call the Association office at 805/688-0881.

“Any grower who comes to the Unified Symposium and doesn't attend the program sessions is missing out on getting some of the most important information they'll need in the year ahead.”

— MIKE SANGIACOMO
SANGIACOMO
VINEYARDS,
CALIFORNIA



UNIFIED SESSIONS

JANUARY 26–28, 2010 | TRADE SHOW 27 & 28

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