

# Winery Branding 101



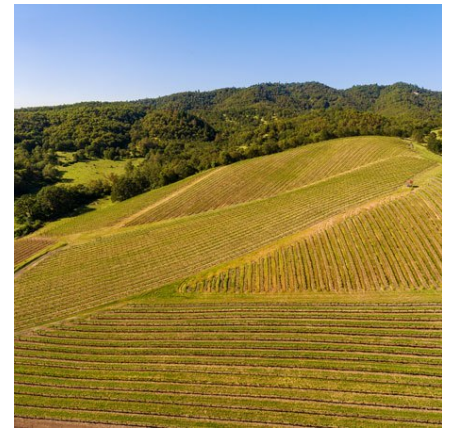
**Capiche Wine Marketing & PR**

Chris Cook



# Today's Workshop

- What is a brand?
- Why do I need it?
- How do I do it?
- Now what?
- Q&A







# What is a Brand?

A brand is not a logo, brochure, ad, event, or label. It is an essential truth, a declaration of intent, a promise to the world—declared in a clear unwavering *voice*.





# Why Do I Need Branding?



Create loyal customers  
and sell more wine

Branding, marketing & sales

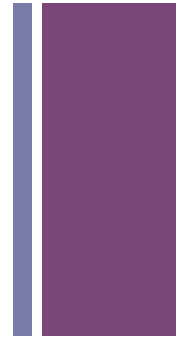


## + Develop a *Brand* that Compels

Wine isn't just a beverage, it's an experience. What customers hear, *see and feel* matters as much as taste, perhaps more. That's why an outstanding customer experience will help you sell more wine.

# + A Great Brand Is:

- Rooted in the truth of the organization
- Able to meaningfully distinguish the organization from its peers
- Single-minded but inclusive
- Reflective of reality and aspiration
- Timeless and memorable



**Walmart**  
Save money. Live better.





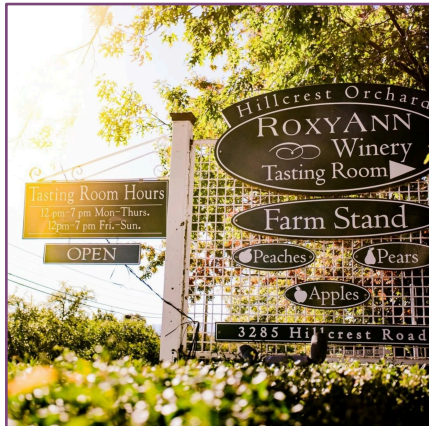
# Two Key Principles of Brand Development



1. Differentiation
2. Integration



# + A Tale of Two Wineries



100




[www.WillametteValleyVineyards.com](http://www.WillametteValleyVineyards.com)  
 8800 Enchanted Way SE • Turner, OR 97147 • 503-588-9463 • [info@wv.com](mailto:info@wv.com)  
 Ben Burrows, President/Winegrower

## WILLAMETTE VALLEY VINEYARDS

### *New and Rare* WHITE PINOT NOIR

#### TASTING NOTES

Peach, Citrus and Candied Ginger.  
Creamy & Refreshing.

#### FOOD PAIRINGS

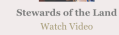
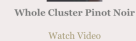
Learn more  
about our  
White Pinot Noir

Aerial view of a forest landscape. A road runs horizontally across the middle of the image, flanked by dense evergreen forests. A small, light-colored building is visible on the right side of the road. The foreground shows a mix of green fields and trees.

## LOGOS, PHOTOS VIDEOS &amp; MORE

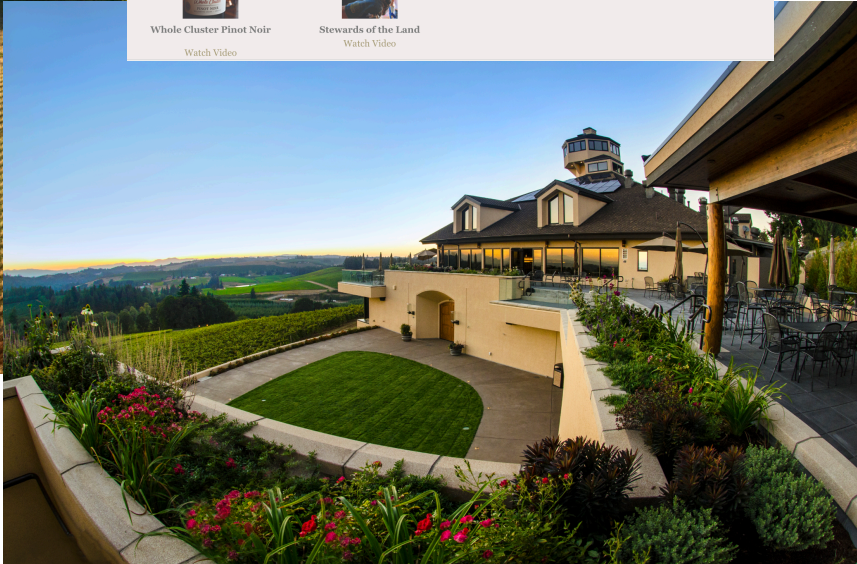
See our [list of distributors](#) by state.  
View our current [wine scores and awards](#).

wvy Logo on Black

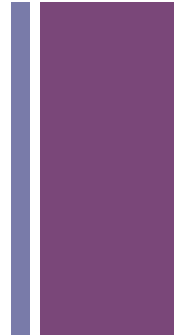


National Sales  
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**Jim Bernau**  
Founder  
IBC



# + Your Story Tells Your Brand



It's harder and harder to get distribution. Restaurant sales are down. How do you get new consumers? Brand is everything.

—Rob McMillan, Silicon Valley Bank

There's been a gross misunderstanding in this industry of what stories to tell the consumer. No customer cares about how many yields per acre you're picking at.

—Gary Vaynerchuk, serial entrepreneur



# + What's Your Unique Story?

A local reporter out of The Dalles, Oregon, stumbled on the winery (Illahe Vineyards) and interviewed Brad, the owner.

The reporter asked, “What does this vineyard do that other vineyards in the area don’t?” and Brad was dumbfounded. He said he didn’t have an answer. “The reporter gave a strange face at that answer.”

“I thought, ‘This is not good.’ People are curious to see something different,” Brad said.



# ILLAHE



HAND CRAFTED . SUSTAINABLE . FAMILY OWNED SINCE 1983

[WINES](#) [WINE CLUB](#) [ABOUT](#) [VISIT US](#) [TRADE AND PRESS](#)



## Boston Globe

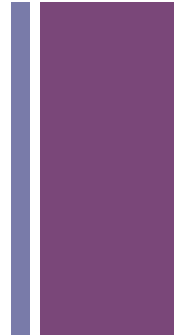
*They grow grüner where  
pinot reigns supreme*

“Instead of using technology, I like to use older and slower methods,” he says.

He relies, for example, on a pair of horses to “mow” the cover crops between rows and transport fruit from vineyard to crush pad. He also uses bicycle power to pump wine from press to barrel.

“Art doesn’t come from technology,” he maintains. “We don’t need to push for ‘better and bigger’ through more detailed chemistry.”

# + Brand Story Checklist – What is Your Brand Story?



- Does it reflect your organization's vision, values and mission?
- Can you tell your brand story in two sentences?
- Do those two sentences resonate with your consumers and trade, or just you?
- Does your story sound like everybody else's?

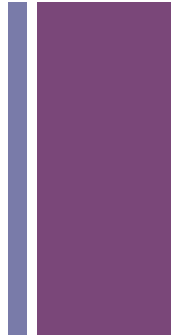


## + What Unique Options Do I Have?

- People/History
- Place
- Soil
- Point of View
- Personality



# + Brand Story Assessment



- Take 3 minutes and write down 4-5 elements that make the story unique.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- Write a simple 1-2 sentence statement that expresses the unique brand story.

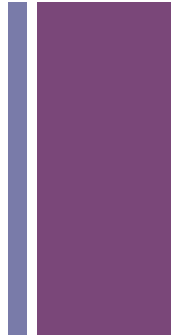
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## Is it Easy?

If you can't quickly tell your story, how can you expect your customers and trade to share it?



**In 1919, Major Hugh Fraser purchased the See Ya Later Ranch property in the Okanagan Valley, BC. He developed the acre for himself and his wife, a lady from London. When she saw the rustic surroundings, she promptly left, leaving behind a note with three words written on it: “See ya later.”**

Clearly, she was not interested in the lifestyle of harvesting grapes in the “rugged” region of the Okanagan Valley... Major Fraser did what any newly single pioneer would: **he acquired a few good dogs and threw a few great parties.**



# SINISTER HAND



## THE STORY

Long ago, during the 17th century, the O'Neills and O'Reillys were two revolutionary Irish families. They formed a rowing competition to reserve rights to some highly regarded land. The two rowing teams agreed that the first to touch the land, after rowing across the lake, would become ruler of the land. O'Neill's boat was falling behind so a member of the crew grabbed his own sword, cut off his hand and threw it ashore, winning the title to rule the land.

This land still remains in the family.

## ABOUT THE 2015

Our 2015 Sinister Hand blend is hot off the bottling line and ready to brighten your summer! This generous fusion of Grenache, Syrah, Mourvedre, and Cinsaut is easily approachable while displaying undeniable complexity. The Grenache portion of the blend contributes cranberry and raspberry candied fruit notes, while the Syrah delivers darker fruits and savoury characteristics. Mourvedre enhances the structure and richness of the body and provides delicate aromas of violets. Our partially carbonic macerated Cinsaut brings liveliness and tropical fruit flavors to the blend. Try pairing with a smoked salmon dish with cranberry sauce and grilled portabello.

Time to BBQ?!

## VINIFICATION

44% Grenache, 27% Syrah, 16% Mourvedre, 13% Cinsaut

Aged 10 months in 30% new French oak barrels and 70% neutral.

14.1% alcohol







# Brand Tools



Positioning  
Statement



Key Messages



The Signature

# + Brand Tools



## Positioning Statement

- A strategic statement of what you are best at (among your competitors); for who (what kinds of consumers); and why (the fundamental reason it is true).
- It should serve as the departure point for a conversation
- It serves to unify and motivate the internal community...
- Will speak to your values, vision and mission.

# + Brand Tools



## Key Messages

1. Insert your company name \_\_\_\_ and key messages/  
information you want people to know.
2. Insert your company name \_\_\_\_ and key messages/  
information you want people to know.
3. Insert your company name \_\_\_\_ and key messages/  
information you want people to know.

# + Brand Tools



## The Signature

- A brand signature is not a new tagline; it is a foundational expression of the company's identity.
- It must express an idea, or value that's important to the people of the company, and to those we want to attract to buy our goods or services.
- It must reflect the soul and spirit of company name and relate both to the reality and the aspiration of the company and its people.
- In order to serve company name well, it must be simple, accessible, *understated*, and true...
- It should reward the customer for choosing company name.

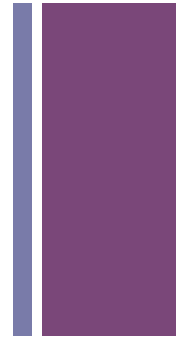
# Next Step – Develop Visual Identity



# Visual Identity



# + Marketing Strategy Elements



1. Goals and objectives
2. Market research
3. Target market—people
4. Competitive landscape
5. Market positioning—branding
6. Product
7. Place
8. Price
9. Promotion
10. Budget
11. Measurement



# Live Your Brand

Customer Experience is King

- Walk the talk
- Digital touchpoints (social, web)
- Telephone
- Tasting room
- Wine club
- Special events
- Concierge service
- Resources and customer education
- Farming and production techniques



# + Marketing. When? How?

## Entrepreneurial

### In House

- Bookkeeper
- Sales management
- Winemaking may or may not be outsourced

### Outsourced

- Marketing
- Social media/PR

## Expansion

### In House

- Accounting manager
- Sales director: DTC and FOB
- Winemaking may or may not be outsourced

### Outsourced

- Marketing
- Social media/PR
- CFO

## Maturity

### In House

- Accounting manager
- Marketing team
- Sales team: DTC and FOB
- HR director
- CFO and controller
- Winemaker
- Vineyard director
- Advisory board

Thank You



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