

Five Things for Wineries to Thrive





Agenda

Five Things to Thrive:

- **Key Performance Indicators (KPIs)**
- **Top Line Revenue**
- **Costing**
- **Accountant/Bookkeeper**
- **Leadership**

3 Five Things to Thrive



1

Key performance Indicators –
What gets measured get done

2

Top Line Revenue Growth –
Revenue growth solves most issues

3

Costing –
Know your costs and winemaker buy in to tracking costs critical

4

Accountant/Bookkeeper –
Outsource to receive monthly balance sheet, income statement, and cash flow statements

5

Leadership –
Tone at the Top



Key Performance Indicators

What's get measured, gets done

- **Gross Margin**
- **Revenue by category – wine club, DTC, tasting room, outside sales**
- **Cost per Case – use metric to divide expense by cases produced**
- **Labor and Benefits**
- **Will evolve over time**
- **Monitor as often as possible**



Top Line Revenue

Revenue growth solves many, many issues

- Break down what drives revenue
- Marketing plans – hold marketing team accountable
- Assess if costs of tasting room truly add revenue
- Innovation



Costing 🎵

Use as a guide to produce wine

- Relevant for all wineries
- Software a great tool and also does tax reporting
- Winemaker and accountant key drivers
- Innovation



Accountant/Bookkeeper

Build a team to support you

- **Keep an accurate and up to date balance sheet**
- **Use all benefits of the software to monitor KPIs**
- **Work with CPA to assist in analyzing financial reports**
- **Do not spend your time learning accounting**



8 Leadership

Tone at the Top

- **Build a team to help you**
- **Develop a strategic plan**
- **Capital Expenditure Plan**
- **Marketing Plan**
- **Focus on being profitable**



9 Five Things to Thrive♪

1

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TOOLS TO THRIVE – WINERY GROWTH ACCELERATION BLUEPRINT

1. **Kickoff**
2. **Winery Business Plan**
3. **Financial Growth Modeling**
4. **Winery Growth Plan**
5. **Tracking & Strategic Guidance**

<https://www.cookcpagroup.com/winery-growth-acceleration-program/>

Thank You

