

STARTING YOUR WINE BUSINESS

Equipment: Alternatives to purchasing new



Established 1991
Serving all of Northern California

Brad Warner, Founder/Owner
Lisa Warner, Director of Operations/Owner

HOW WE STARTED

ABOUT BRAD:

- Started at the “top” of the industry in 1967
- Established RER in 1991 when he recognized an unmet need for his fellow colleagues
- Today, Brad leads the RER team, makes wine for his own brand, as well as winemaker for several other brands.



HOW WE STARTED

ABOUT LISA

- Started at Robert Mondavi Winery in 1989, with a focus on procurement (barrels to bottling lines)
- Spent ten years in sales and marketing
- Launched Leto Cellars in 2008 with Brad (less than 1000 cases today) and joined Rutherford Equipment to lead operations.



OUR AGENDA TODAY

EQUIPMENT FOR YOUR WINE BUSINESS

Alternatives to purchasing new

Presenters:

Lisa Warner

Brianna Willis, Operations Manager,
Rutherford Equipment Rental

- Equipment Rental
- Used Equipment



“We’ve been in your boots”



RENTAL EQUIPMENT - PROS

- Affordable
- Save on space
- Allows for trials of different SKUs
- Explore equipment configurations



RENTAL EQUIPMENT – THINGS TO CONSIDER

- Do you know how to operate the equipment?
- If not, clarify expectations of service provided.
- Do you need a forklift to receive?
- Will your facility accommodate the equipment?
- Do not assume the equipment comes with all the attachments you need.
- Expect to pay up-front.
- Expect to carry insurance and waive liability.
- Expect to give accurate start and end dates.
- Don't expect weekend support.



RENTAL SOURCES

- Rental companies (niche)
- Manufacturers
- Associations
- Your colleagues

Questions about equipment rental?

USED EQUIPMENT

What kind of equipment is on the market?

TANKS



CELLAR EQUIPMENT



CRUSH EQUIPMENT



USED EQUIPMENT - PROS

- Reduced cost
- Availability





USED EQUIPMENT – THINGS TO CONSIDER

- Equipment history/previous use
- Obtain serial number, model number, etc.
- Up-front inspections
- How equipment is stored
- Other equipment needed for operation
- Parts availability – do your own research
- Electrical requirements and potential conversions



USED EQUIPMENT – THINGS TO CONSIDER

- Accessibility
- Shipping – finding a carrier and costs
- Shipping – who loads the equipment
- Payment – expect to pay up front
- Assume there are no warranties
- Know your seller – Google is your friend

Questions about used equipment?

Contact Us

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