

WINE INDUSTRY  
**Financial**  
SYMPOSIUM

November 9 & 10, 2021

CIA @ Copia, Napa

Insights from the  
**C-Suite:**  
*Trends, Solutions &  
Strategies*

**SONOMA  
STATE  
UNIVERSITY**

**WINE  
BUSINESS  
INSTITUTE**

**25  
YEARS**

**1996 - 2021**

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# TODAY'S PANEL:

MODERATED BY LEADERS OF THE  
WINE BUSINESS INSTITUTE AT  
SONOMA STATE UNIVERSITY



**DR. LIZ THACH MW**  
DISTINGUISHED  
PROFESSOR OF  
WINE AND  
MANAGEMENT



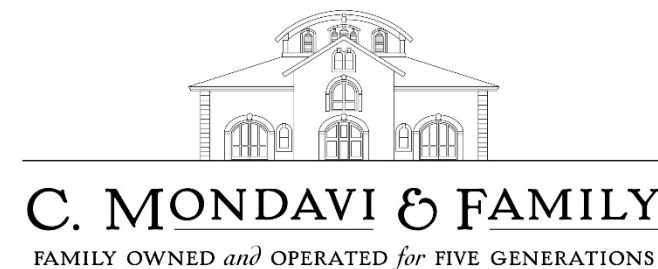
**RAY JOHNSON**  
EXECUTIVE DIRECTOR



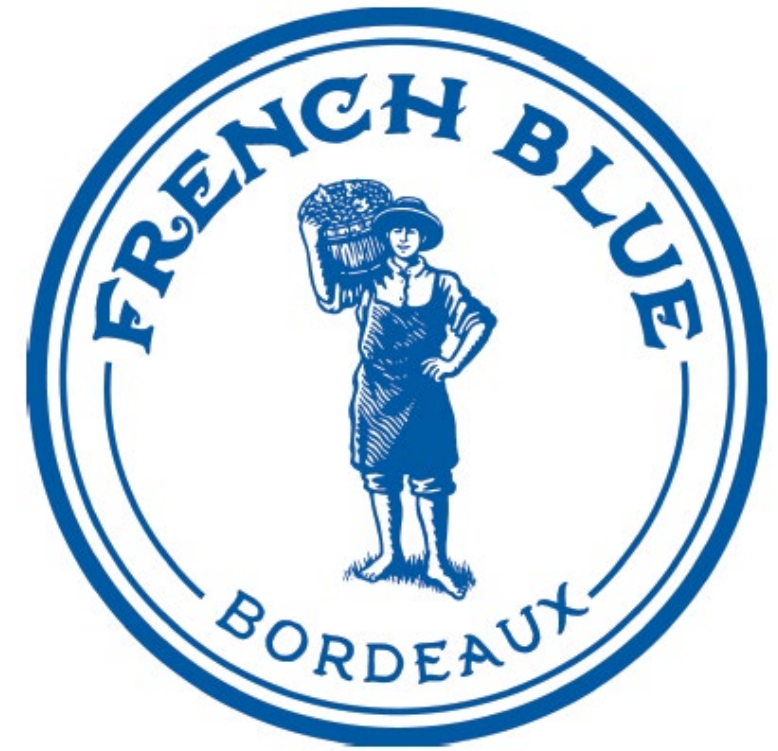
**CLAIRE HOBDAY**  
CHIEF FINANCIAL OFFICER



**HEIDI M. SCHEID**  
EXECUTIVE VICE PRESIDENT











THE REGIONS & VINEYARDS  
*of* SCHEID FAMILY WINES

# MONTEREY COUNTY

WINEGRAPE GROWERS SINCE **1972**

**100%** CERTIFIED SUSTAINABLE

**100%** POWERED BY WIND

ESTATE FRUIT FROM **12** VINEYARDS

**4** AVAS | **39** VARIETIES PLANTED

**20** CLONES PINOT NOIR



# WBI Board Member Organizations



M. SHANKEN COMMUNICATIONS, INC.



WILSON  
ARTISAN  
WINERIES



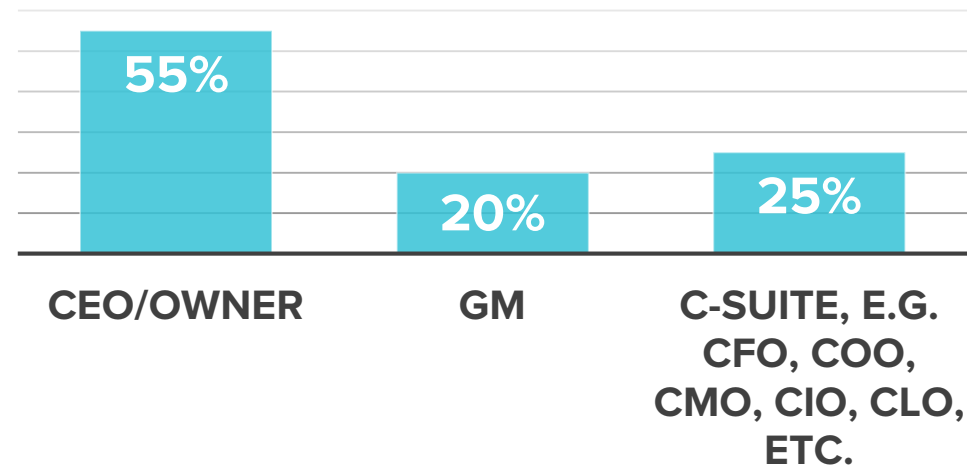
Research Study Sample =

# 270 Wine Industry Executives

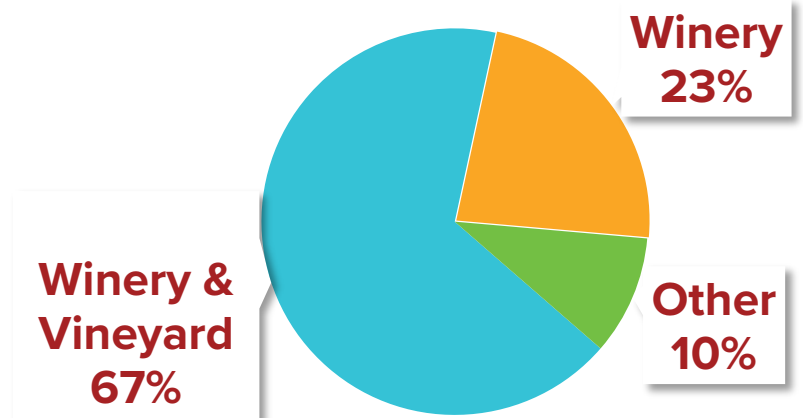
## Locations

California	67%
Other	14%
Washington	9%
Oregon	5%
Texas	2%
Virginia	2%
Michigan	1%

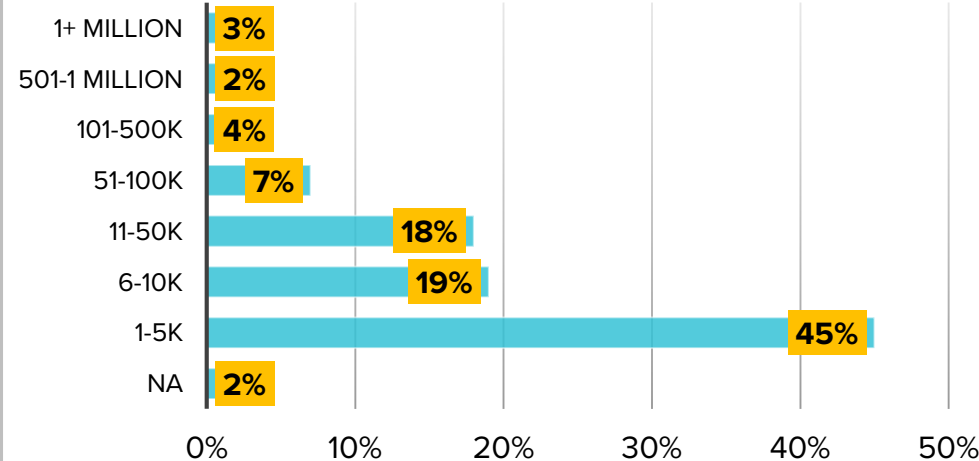
## Job Title



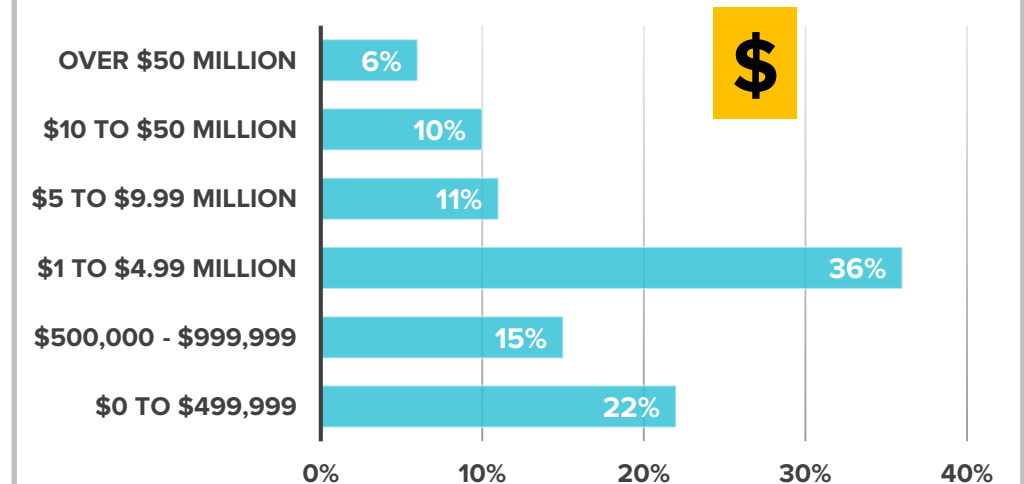
## Type of Wine Business



## Winery Case Production



## Annual Revenues







# Current Landscapes



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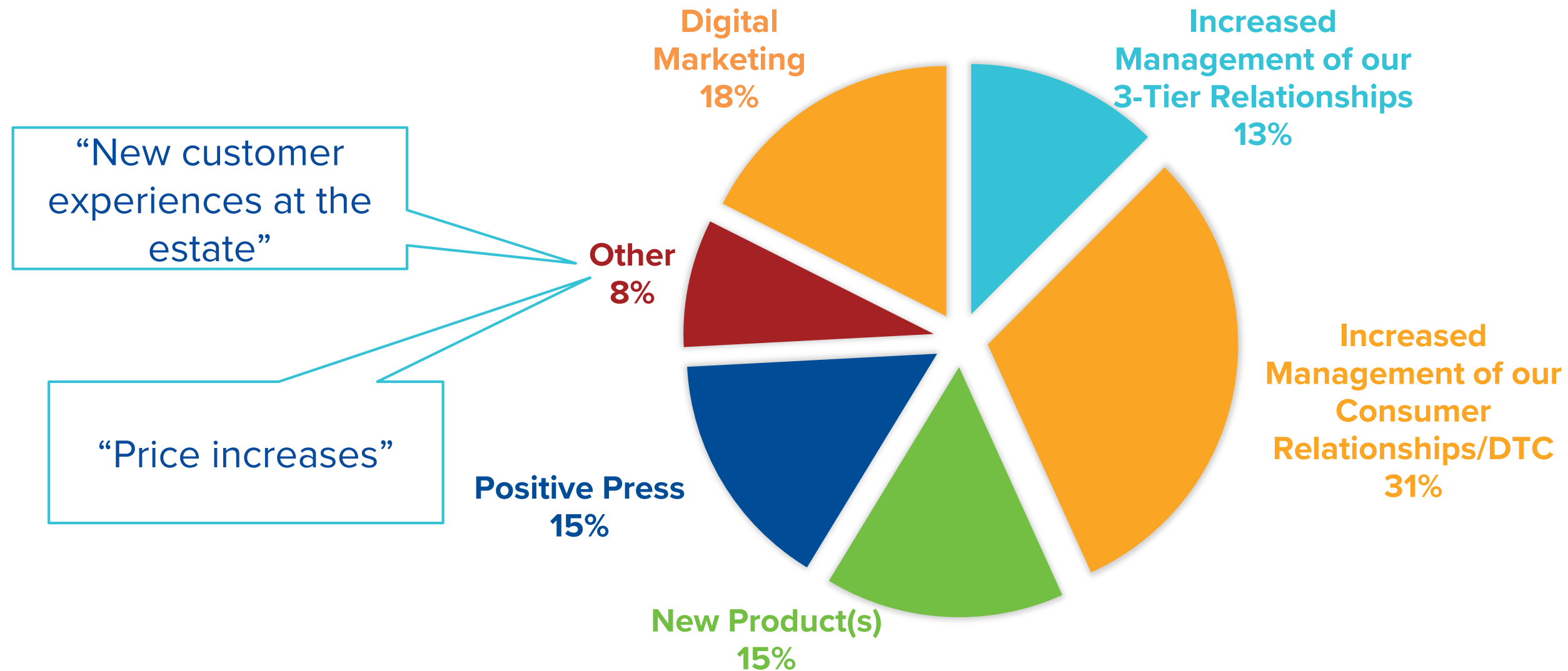
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# What is enhancing your company's revenue?





# Discussion

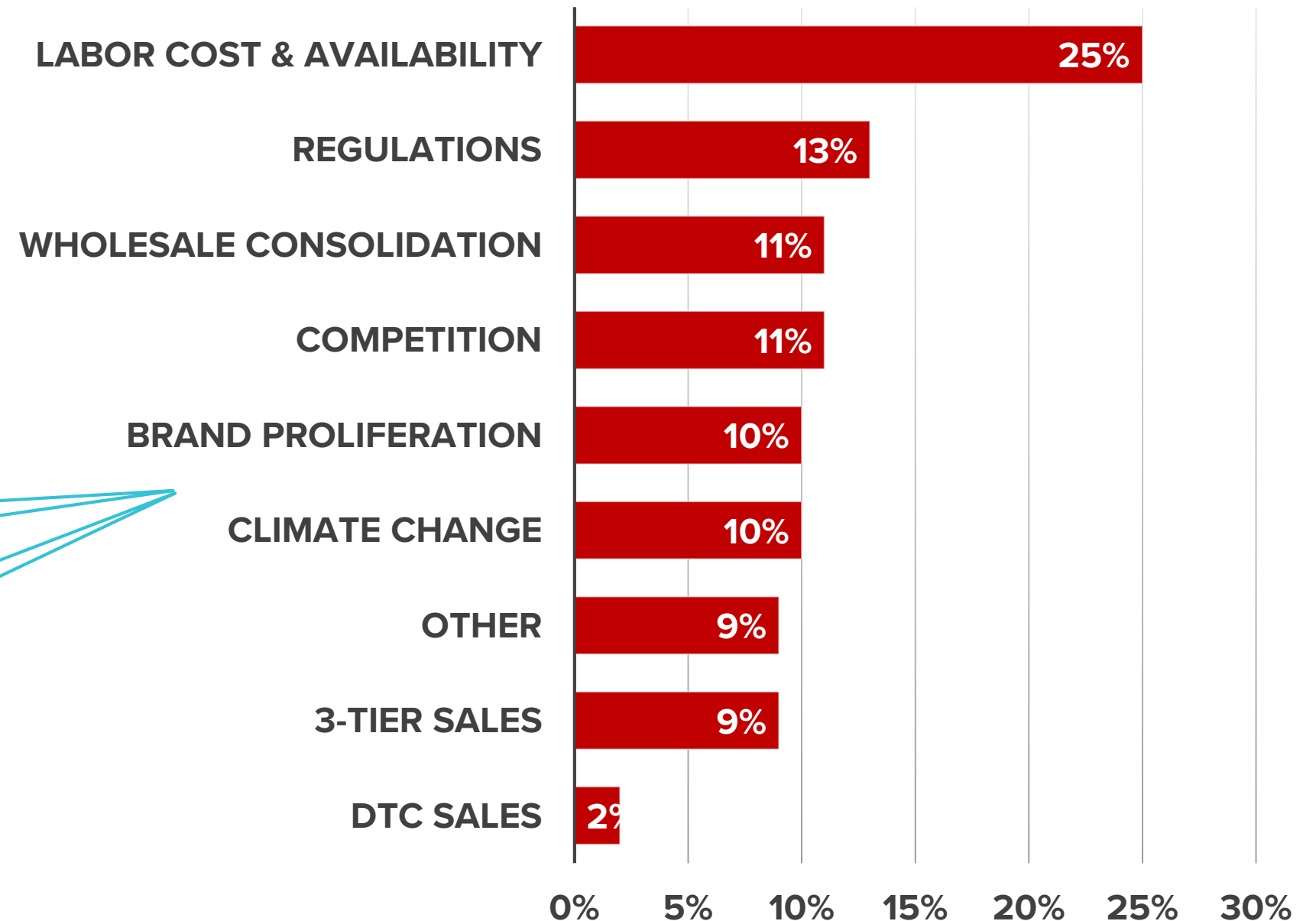




# What is negatively impacting your revenue the most?

“Global supply chain problems”

“I can see the glass out there on the water. Can’t we send a boat out there to pick it up?”

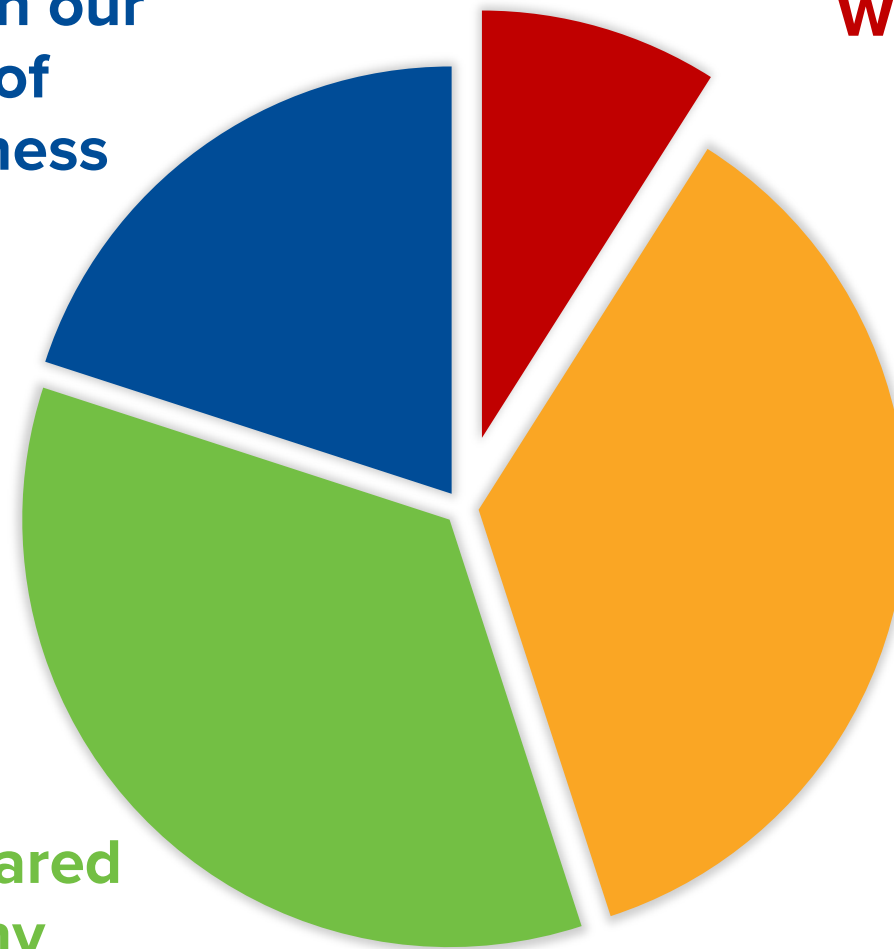




How  
prepared is  
your company  
for the next  
disaster, fire,  
drought,  
earthquake,  
etc.?

Confident in our  
degree of  
preparedness  
20%

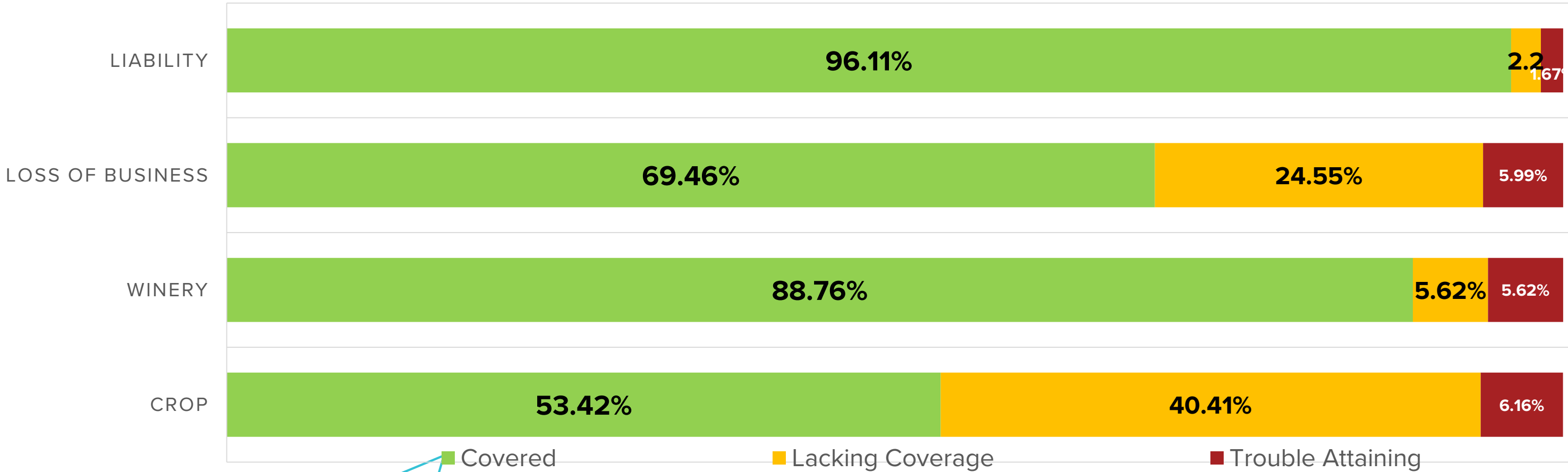
Better prepared  
than many  
35%



We have a long  
way to go  
9%

Somewhat  
prepared  
36%

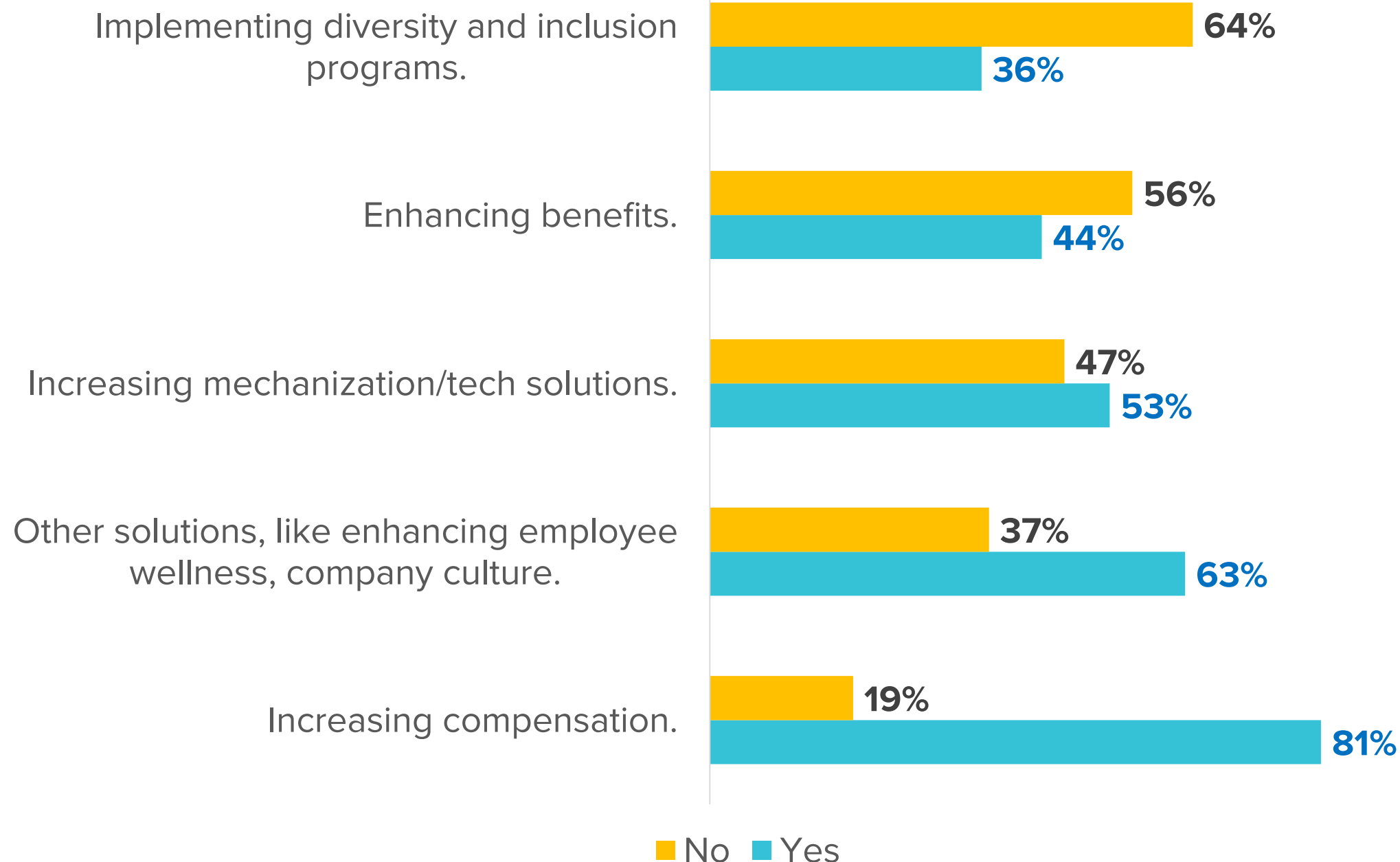
# Insurance: What types of insurance do you have?



“Insurance premiums rose 10X while coverage was reduced and deductibles increased.”



# How are you managing the tight labor/talent situation today?





# Discussion







# Supply



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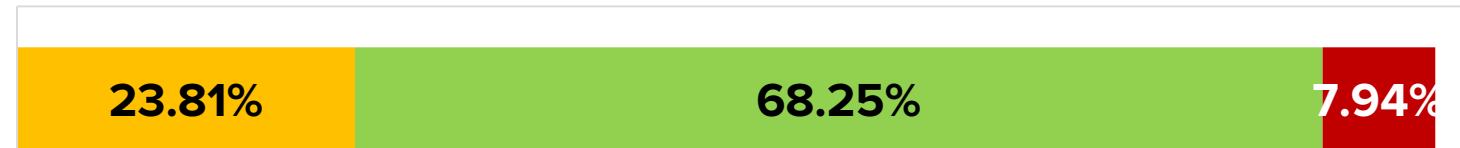
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# A snapshot of supply today: what is the current state of your inventory?

“Wine lists have been cut in half; restaurants are long on inventory and don’t want new placements.”

“Our corks, wire hoods for sparkling, they’re out there on the water, on ships somewhere. We’re airfreighting supplies now.”

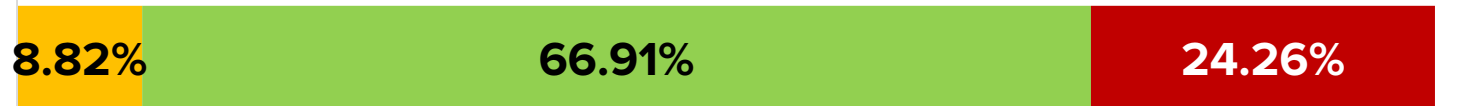
## CASE GOODS OUT IN DISTRIBUTION



## CASE GOODS INTENDED FOR DISTRIBUTION



## CASE GOODS INTENDED FOR DTC



## WINE IN TANK AND BARREL STORAGE



## GRAPES



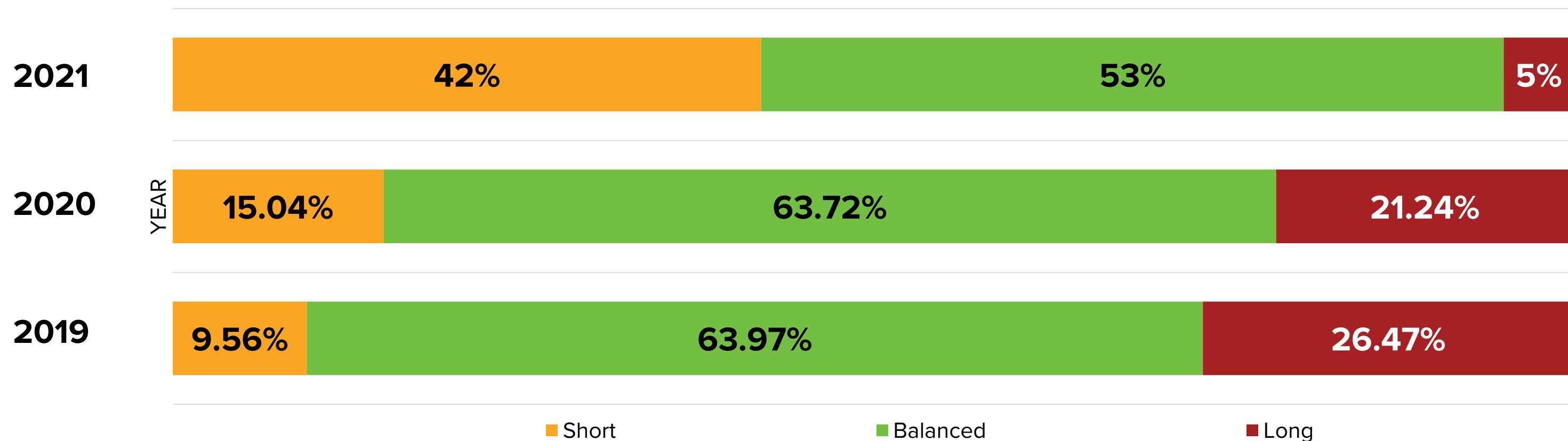
Short

Balanced

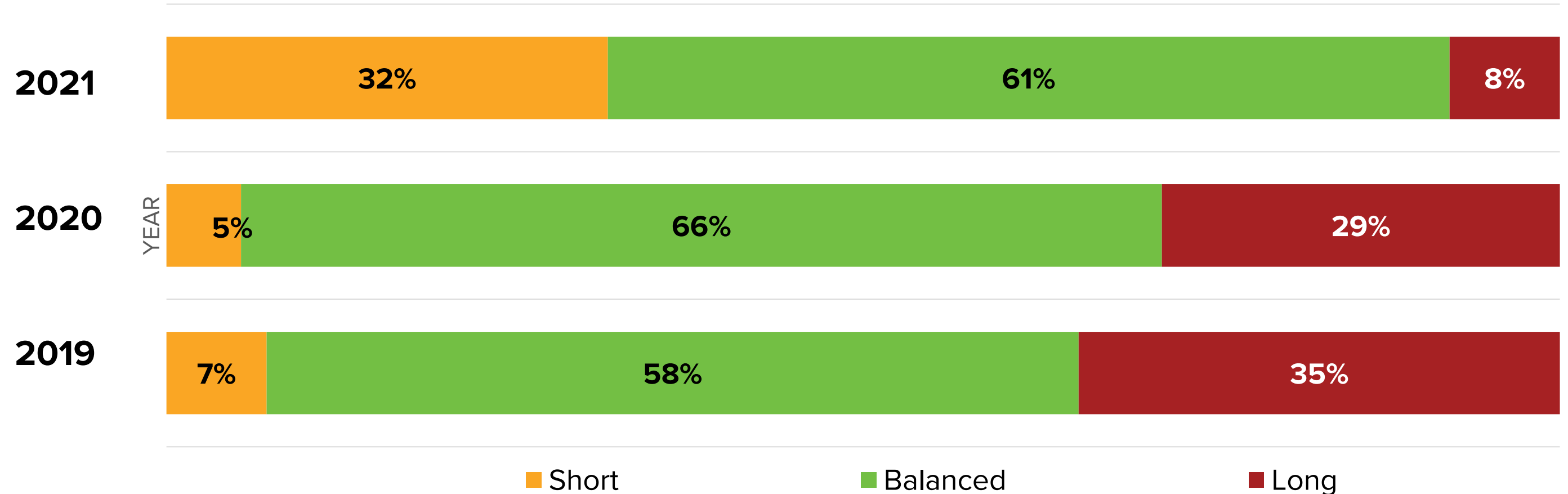
Long



# A snapshot of **Grape Supply**: Multi-year data



# A snapshot of **Wine Supply**: Multi-year data





# Discussion





# Consumers



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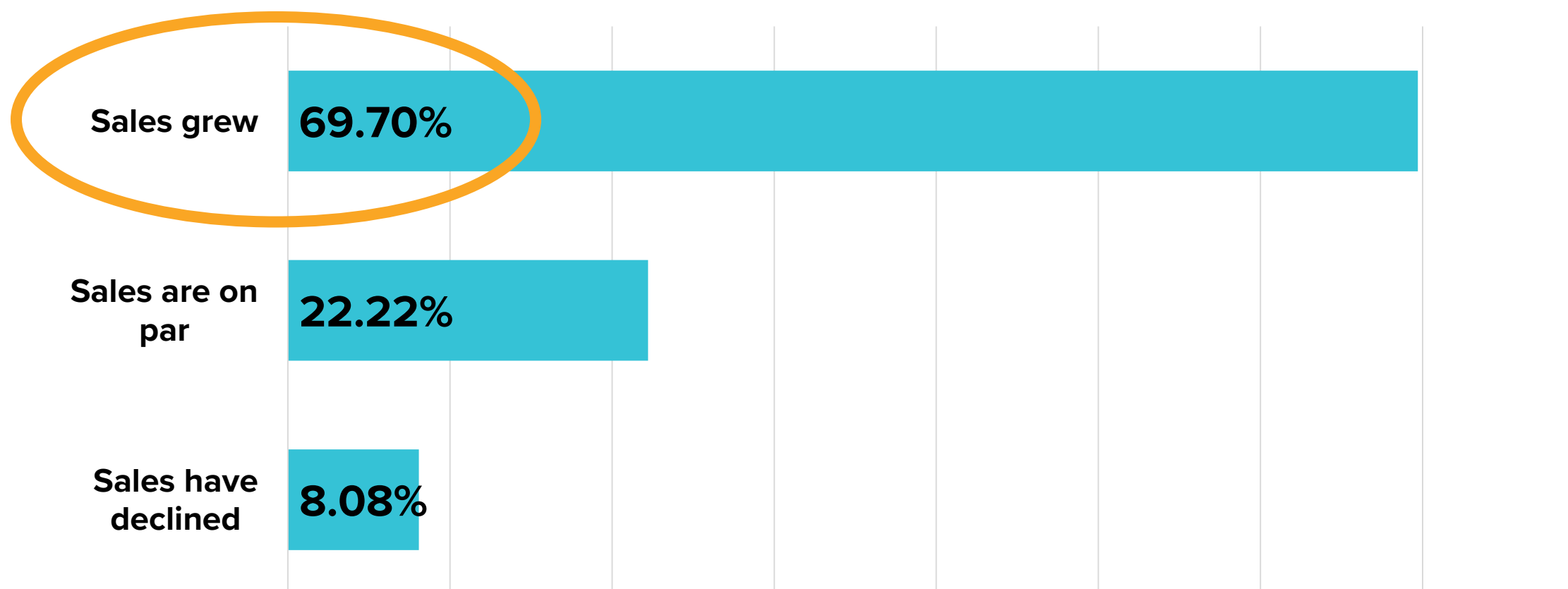
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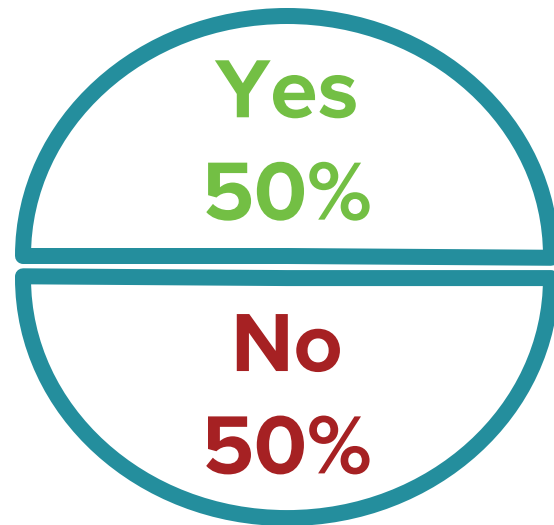
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# How are your company's summer 2021 DTC sales when you compare the same period of 2020?



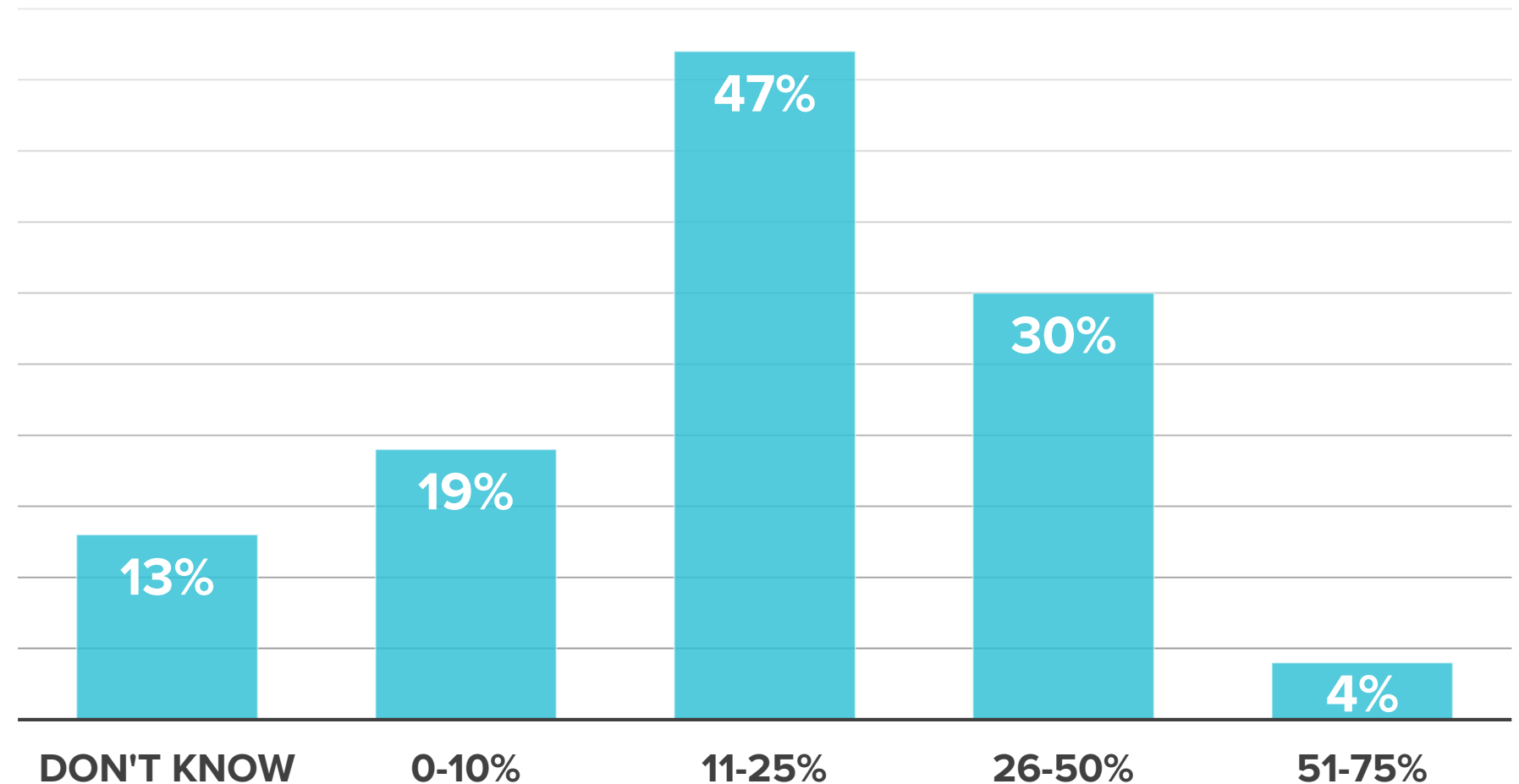
# Are you using a CRM (Customer Relationship Management) Software for DTC?



Word cloud containing various CRM and DTC software names, including: salesforce, wine7, direct.commerce, winedirect, cellarwine, orderport, vinsuite, insight, constant, cellarpass, vinnosmith, zoho, active, solution, tock, ecellar, square, hubspot, vine8, ams, cellar, and central.



What percentage of your DTC customers would you estimate are Millennials and Gen Z, under the age of 41?



# Are you pursuing any specific initiatives that target Millennials and Gen Z, ages 21 to 40?



39%  
YES

61%  
NO



# Discussion







# Categories & Opportunities



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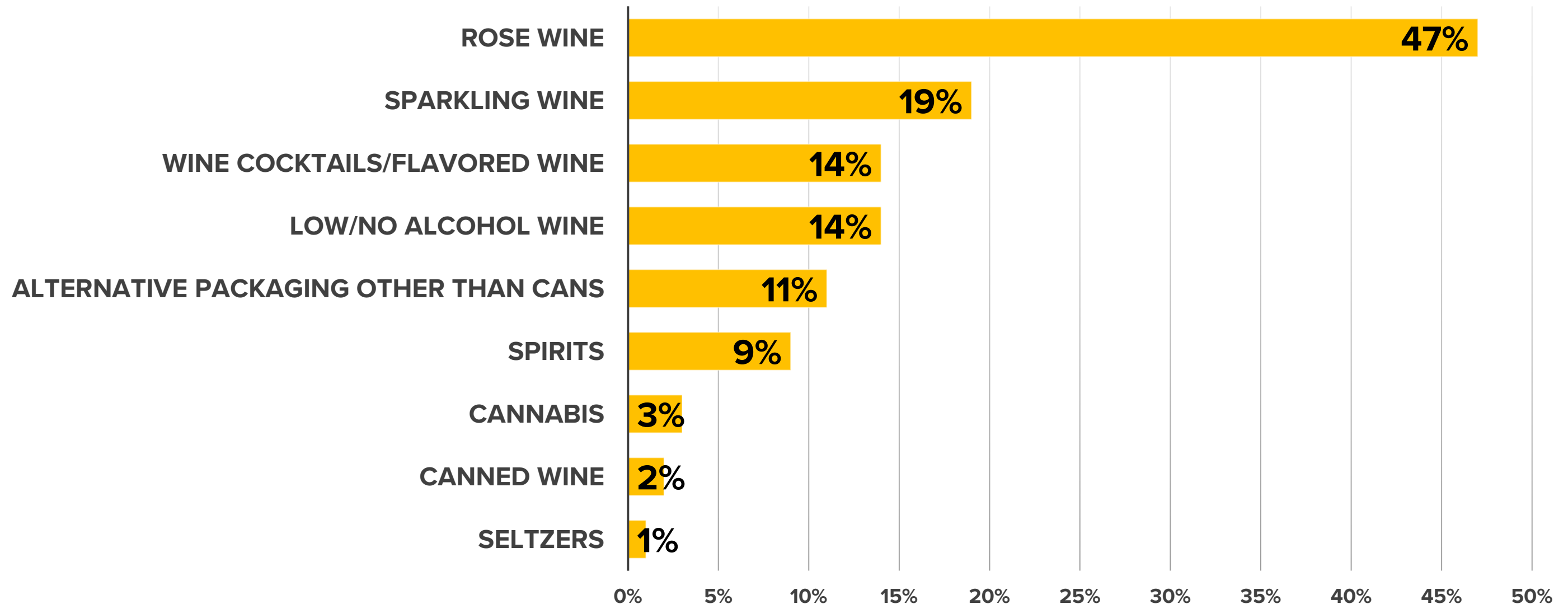


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# Do you have any of the following in your portfolio?





# Discussion





# Closing Thoughts:



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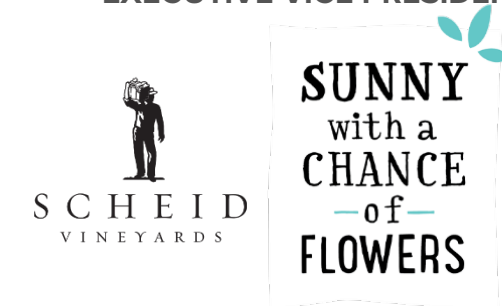
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survey data, email  
[winebiz@Sonoma.edu](mailto:winebiz@Sonoma.edu)**

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