

WINE INDUSTRY
Financial
SYMPOSIUM

November 14-15, 2023 | The CIA at Copia, Napa

**INSIGHTS FROM THE
C-SUITE:
TRENDS, SOLUTIONS &
STRATEGIES**

**SONOMA
STATE
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WINE
BUSINESS
INSTITUTE

25
YEARS

Today's Panel



Ray Johnson
Executive Director

SONOMA STATE UNIVERSITY | SCHOOL OF BUSINESS & ECONOMICS
WINE BUSINESS INSTITUTE



Nigeria Cole
Business Operations Manager

SONOMA STATE UNIVERSITY | SCHOOL OF BUSINESS & ECONOMICS
WINE BUSINESS INSTITUTE



Maggie Tillman
Owner
Sales & Marketing



Alexandra O'Gorman
Vice President
Luxury Hospitality & Revenue



FOLEY FAMILY WINES
Real Vineyards. Real Wineries. Real Wines.

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Alta Colina

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WBI Board Member Organizations





Wine Industry Survey Participants



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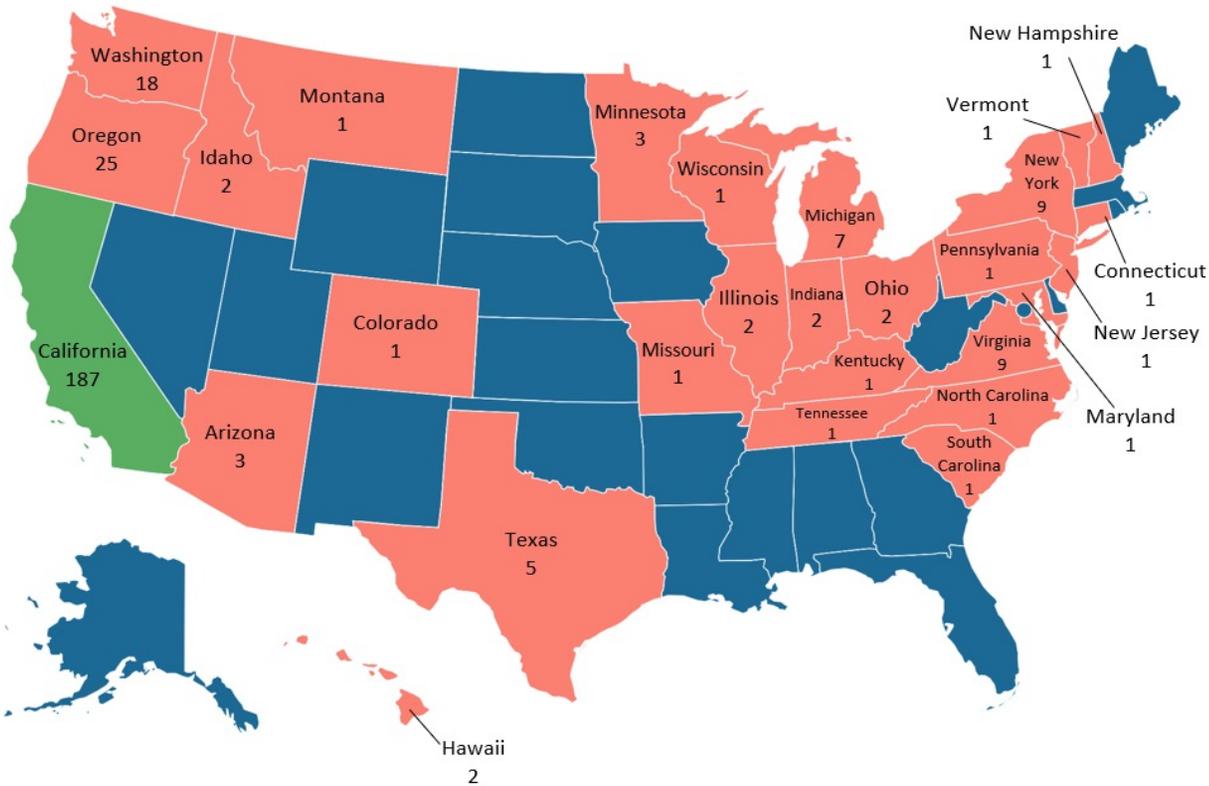
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Research Study Sample = 301

Wine Industry Executives Respondent Business Locations



Job Title %

CEO/Owner

53.5%

Winemaker

19.7%

GM

11.6%

Other C Suite -

6.3%

CFO - Chief Financial Officer

4.6%

COO - Chief Operating Officer

4.3%

The Business That Best Describes Yours

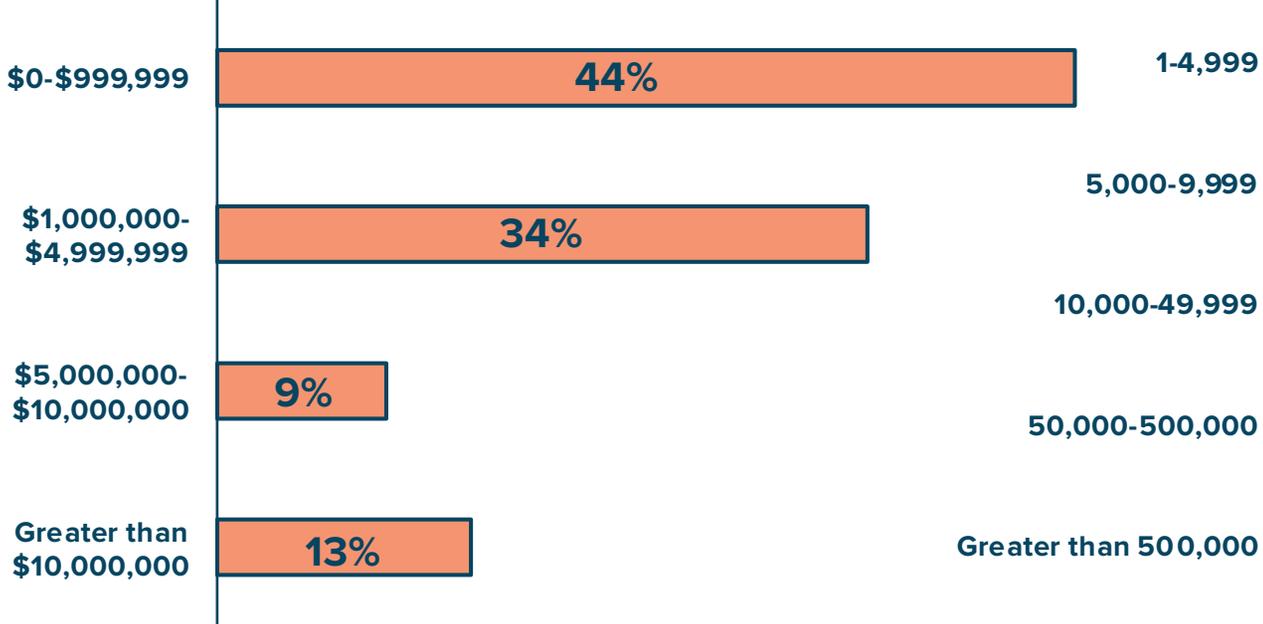


88% of respondents, identified as wineries.
56% have 10 or less employees.

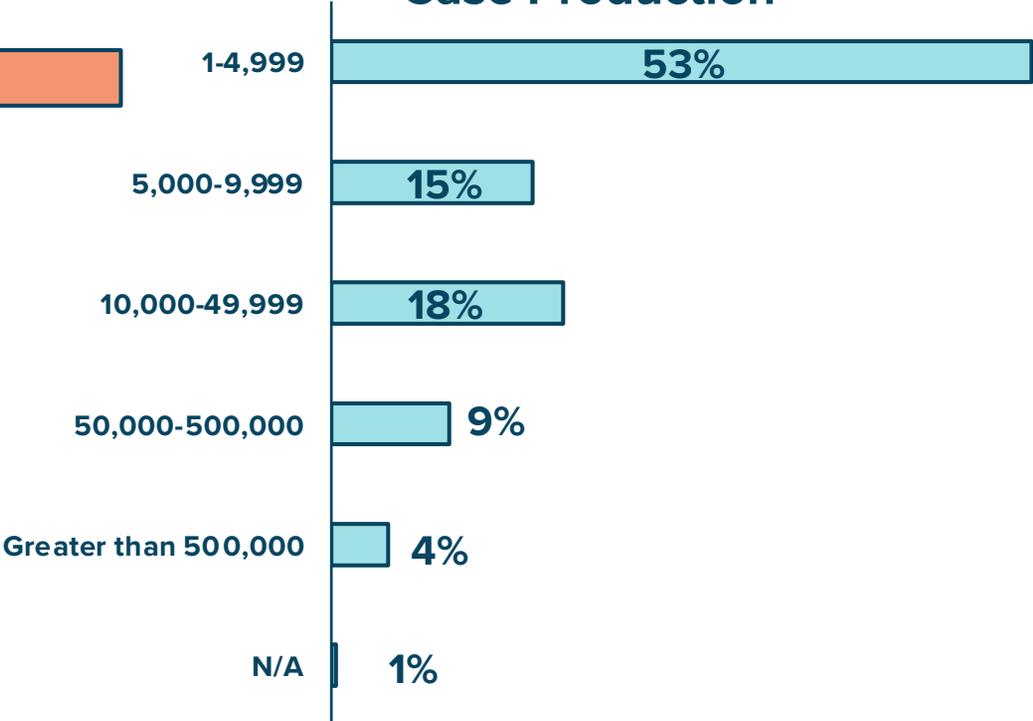


Revenue and Case Production

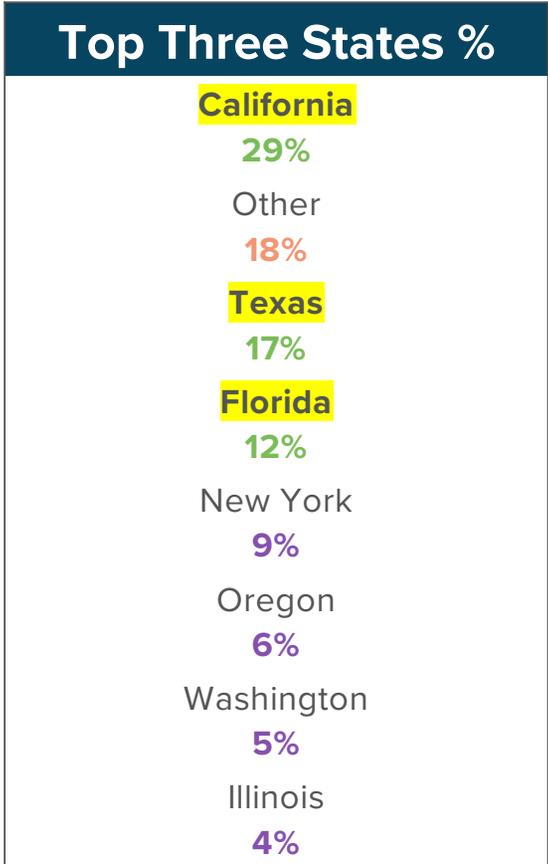
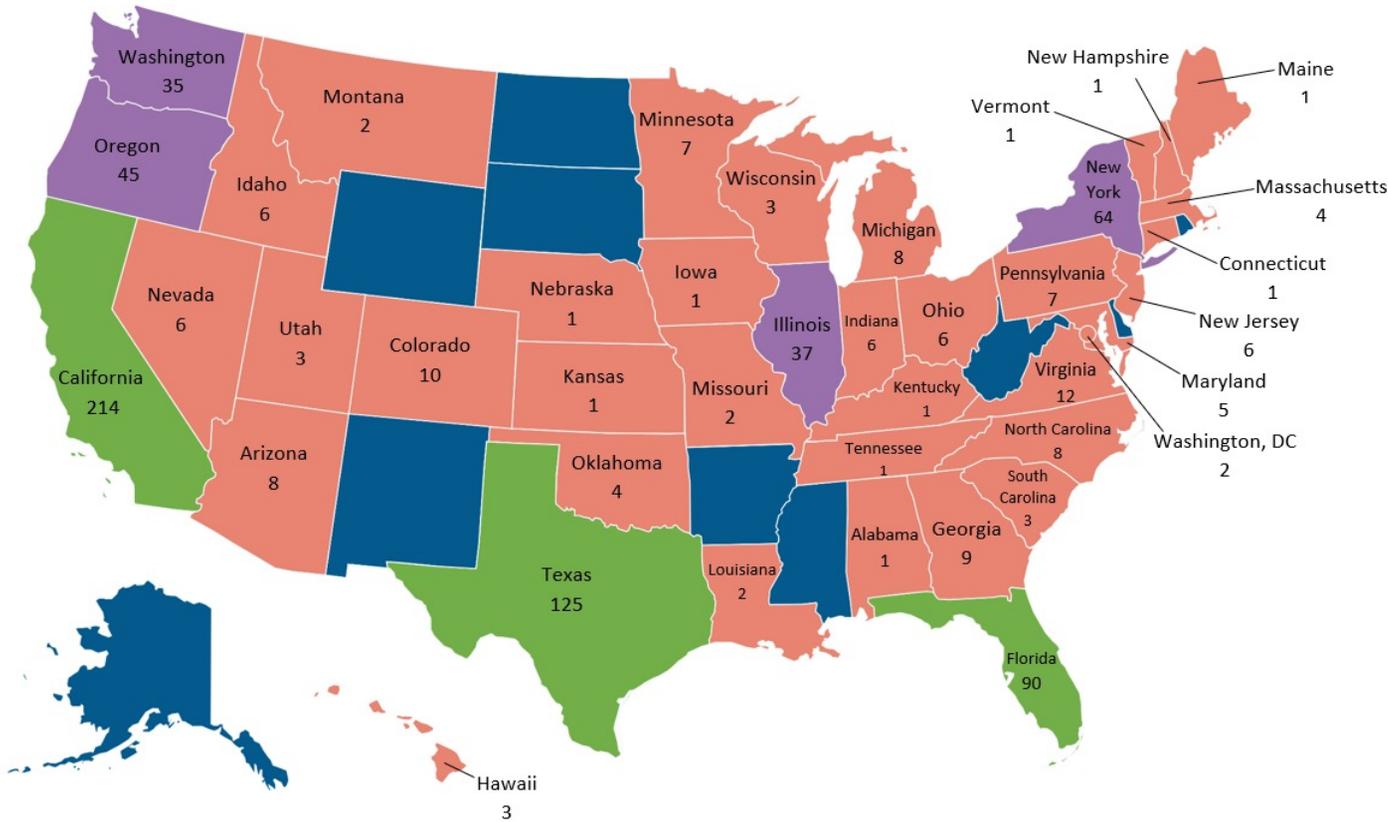
Annual Revenues \$



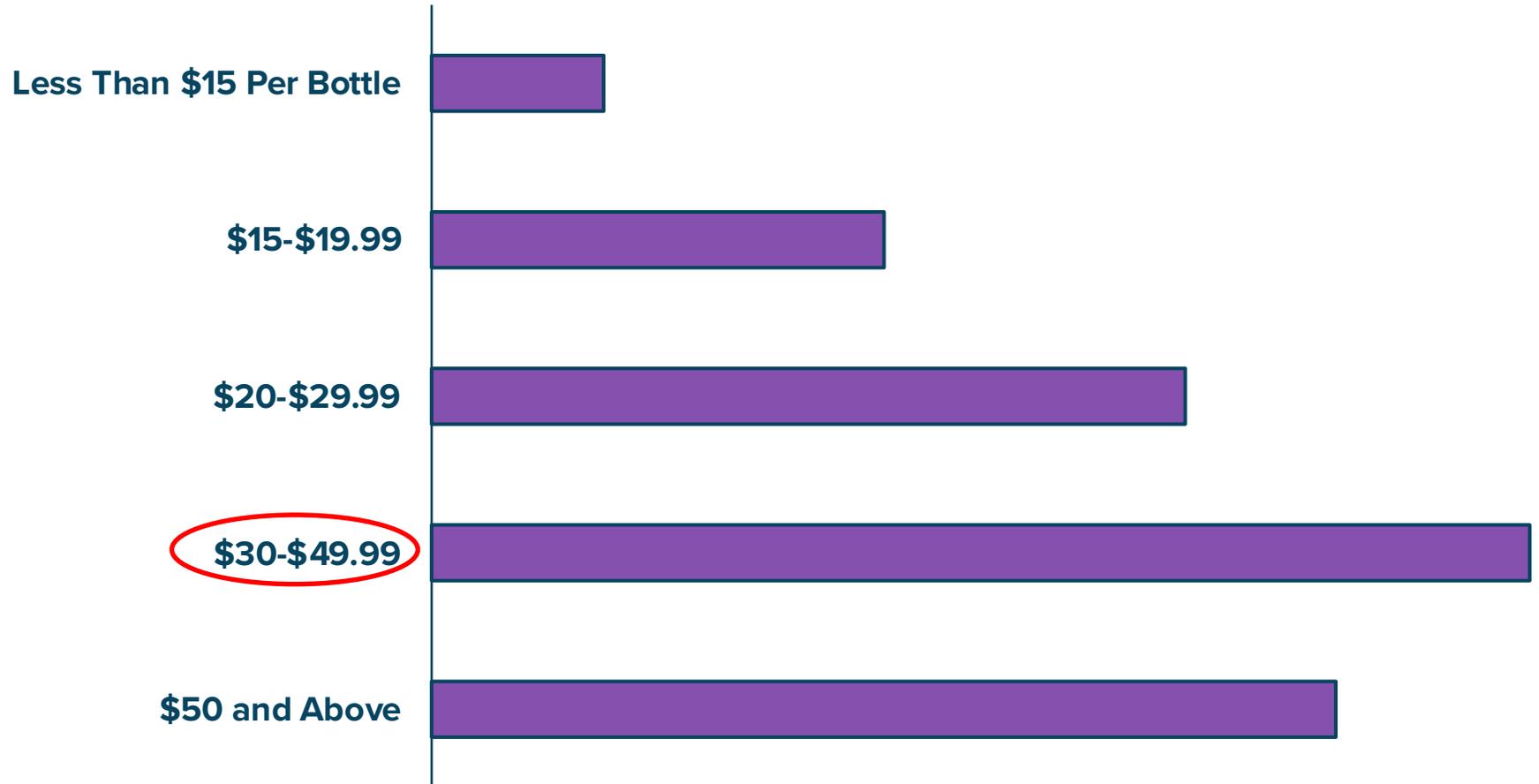
Average Winery Case Production



What Are Your TOP THREE States for Wine SALES?



What is the Average Price of Your Top Selling Wine?





Current Landscape



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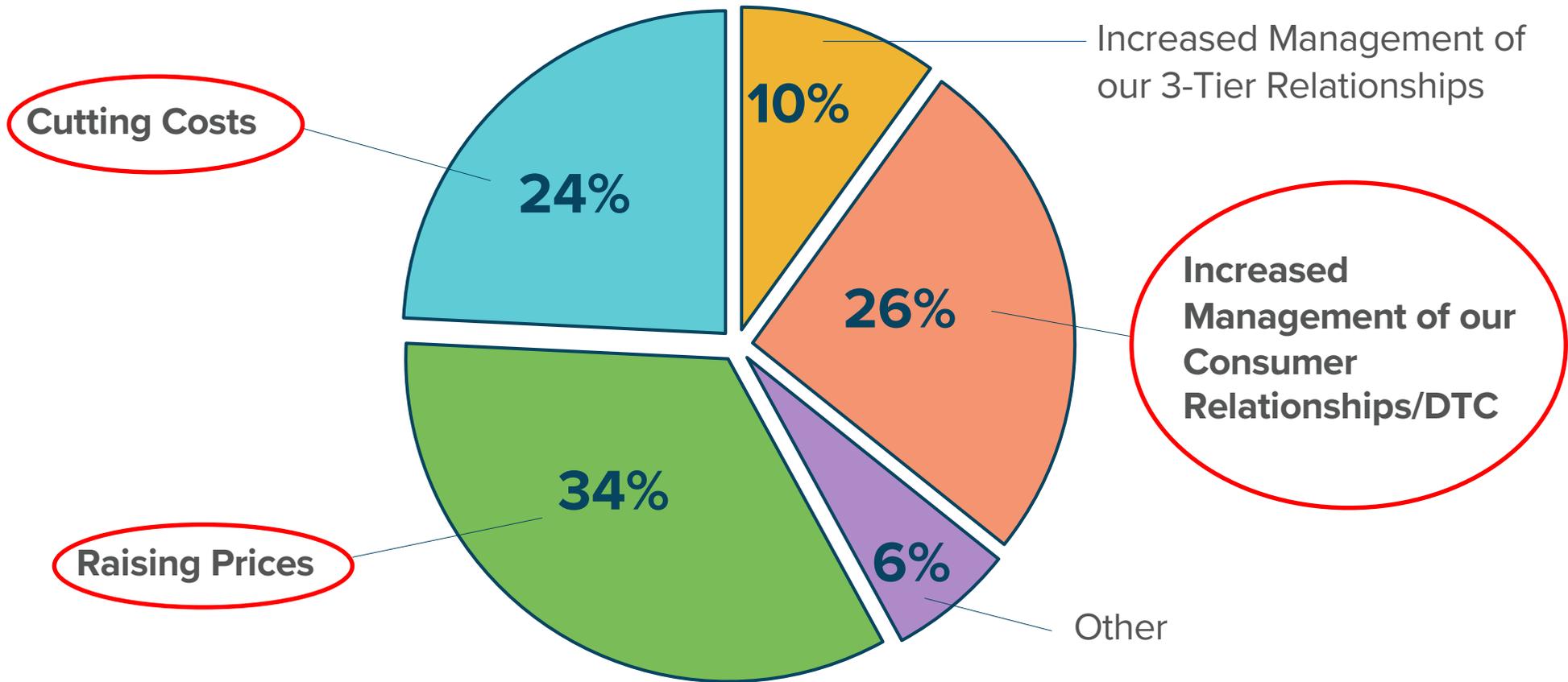
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What is Enhancing Your Company's Bottom Line?



Discussion



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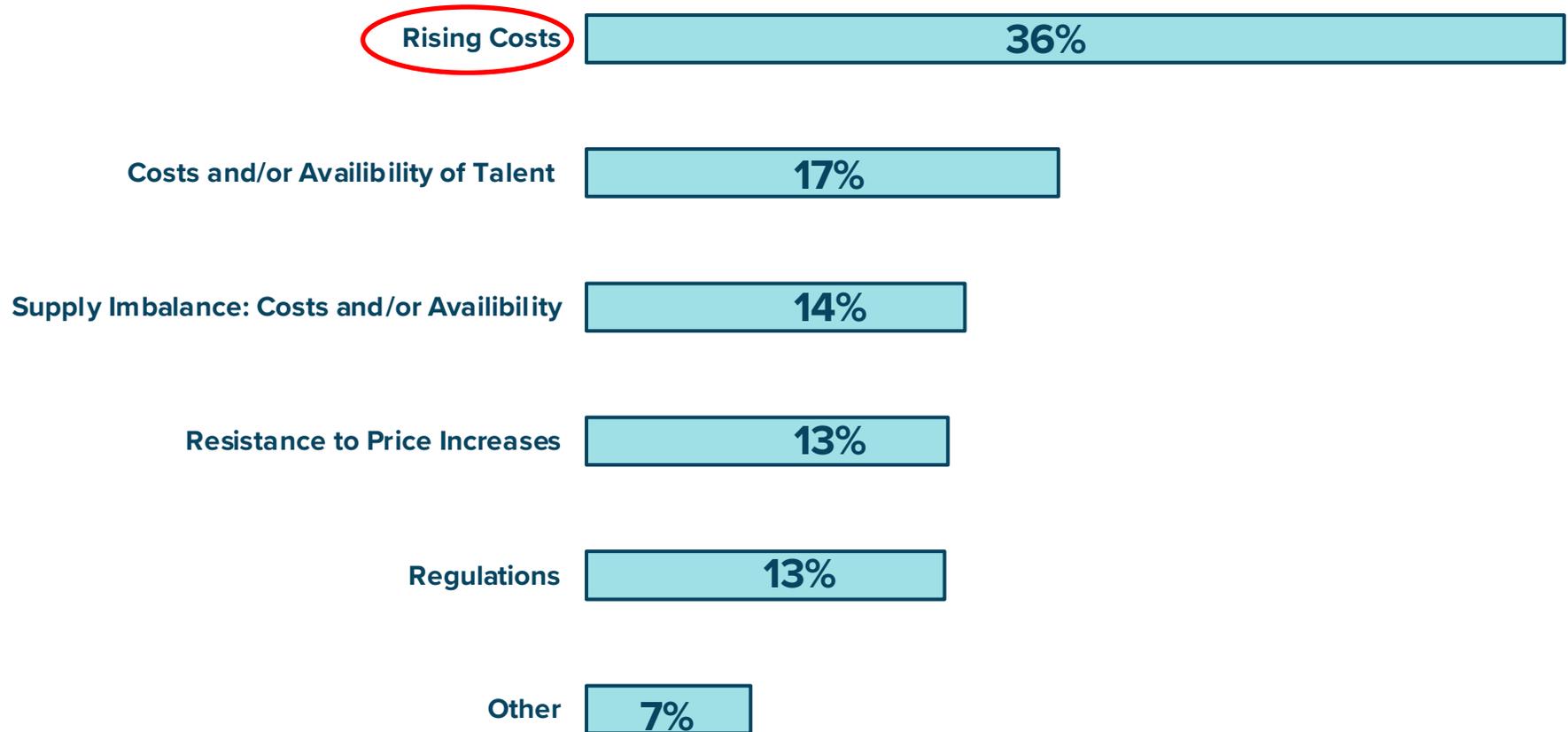
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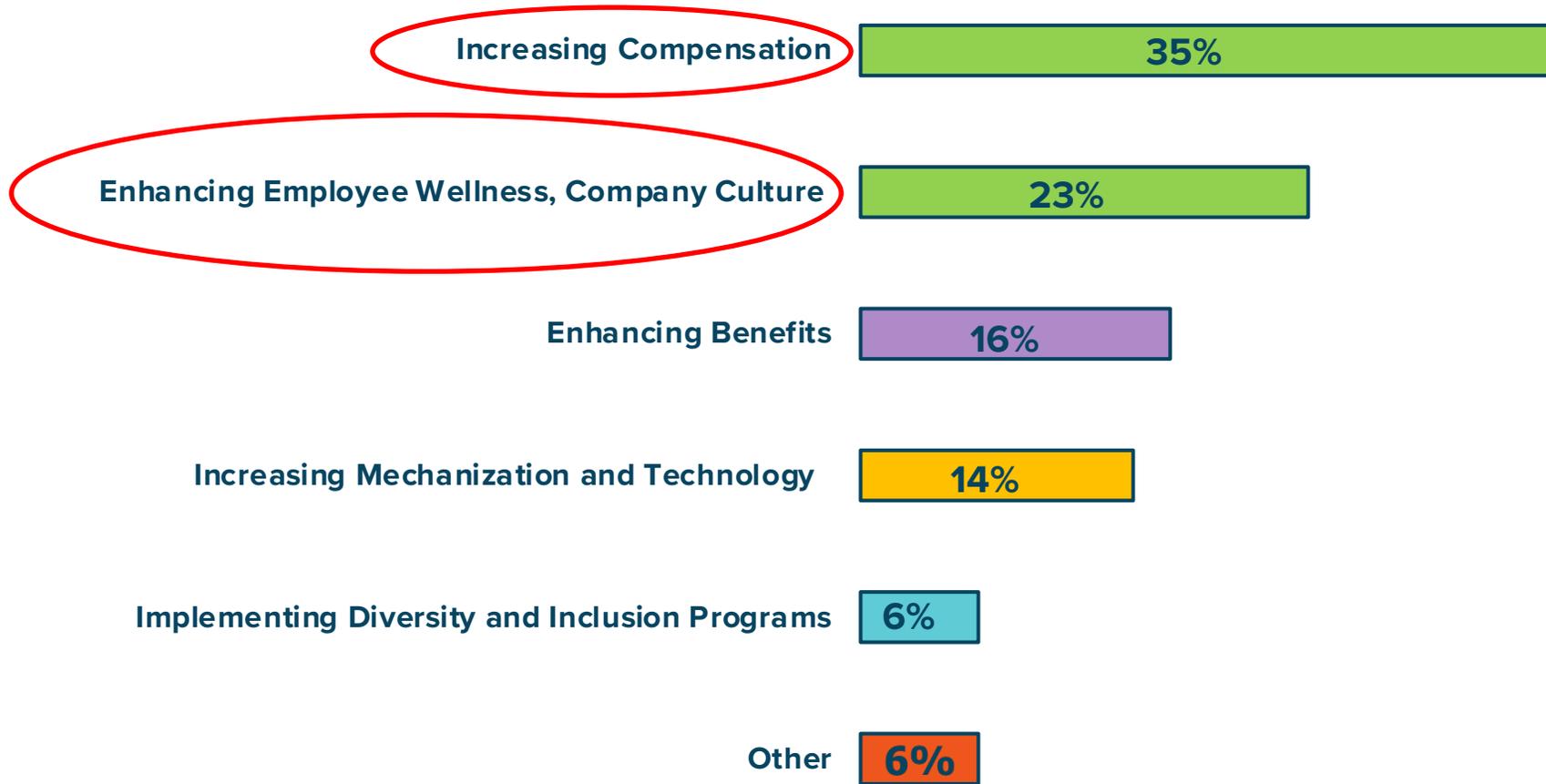


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What is Negatively Impacting Your Company's Bottom Line?



How Are You Managing the Tight Labor and Talent Situation Today?



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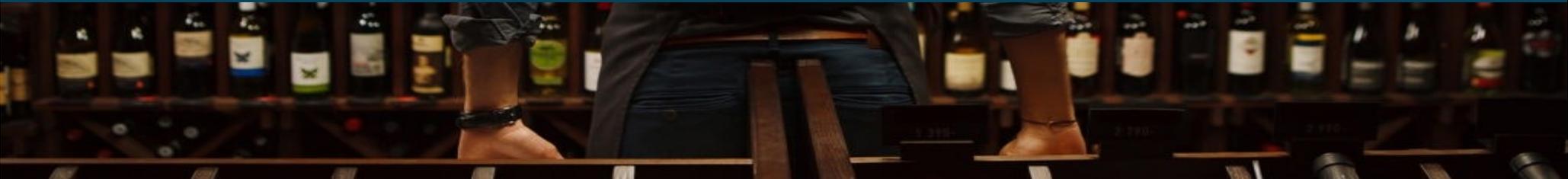
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Inventory & Packaging



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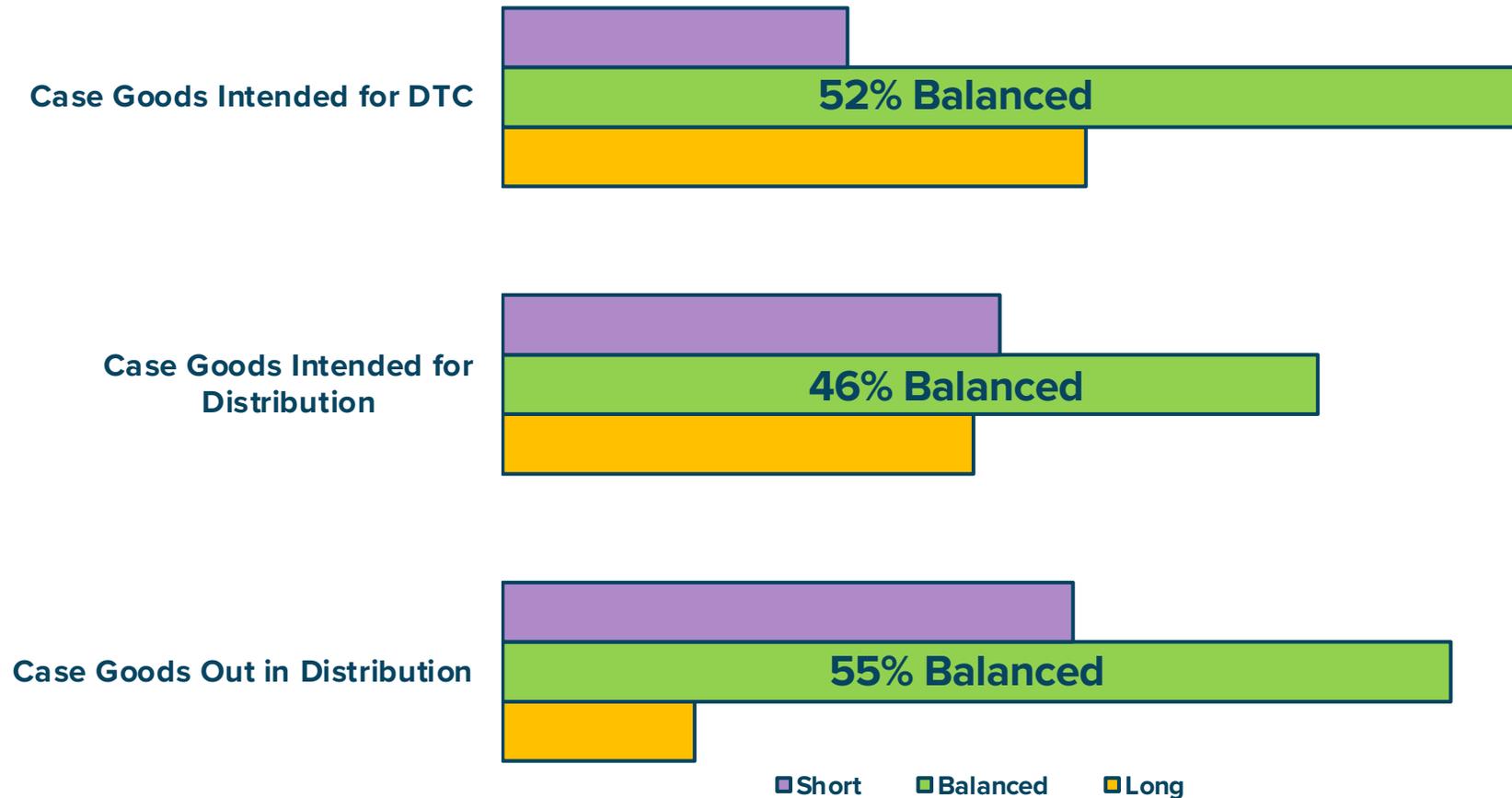
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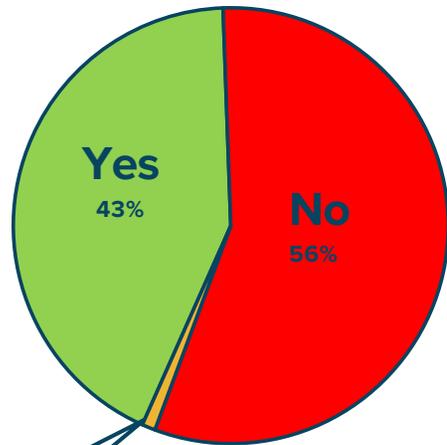
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YEARS

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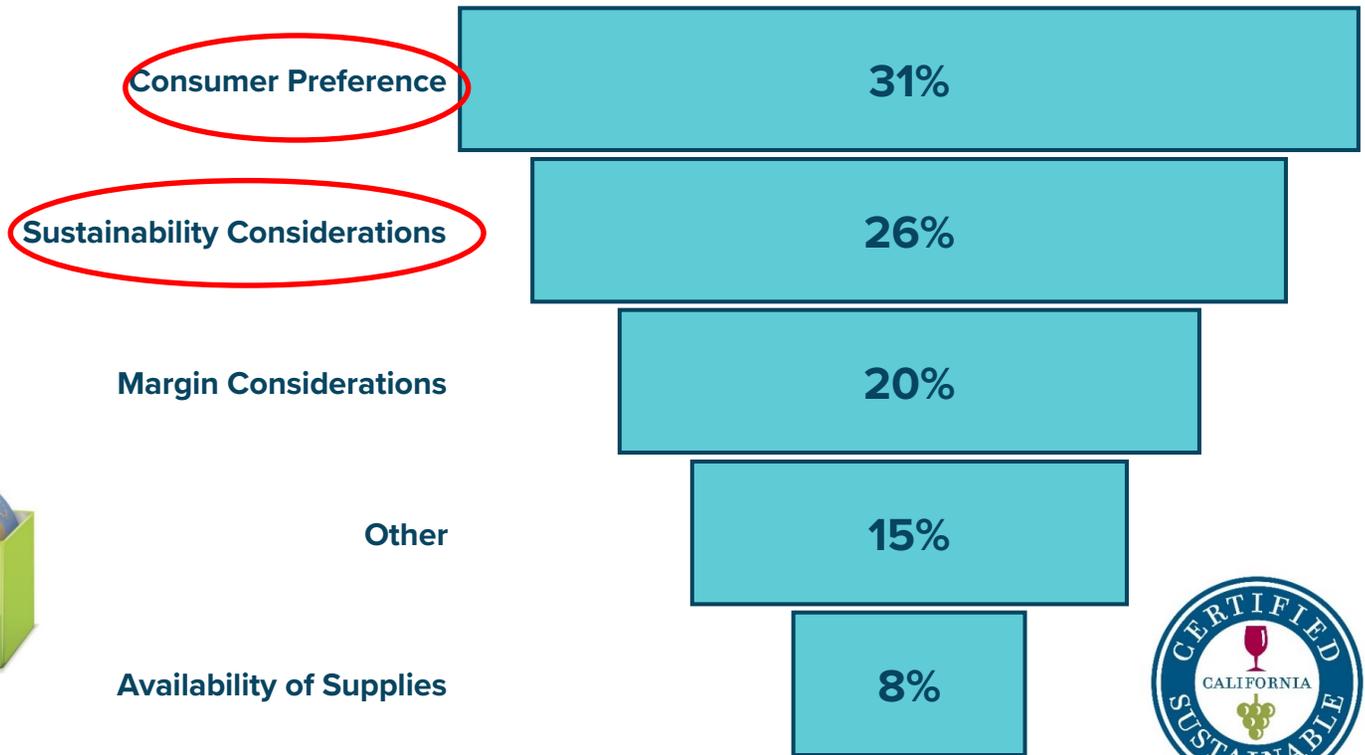
A Snapshot of Supply Today: What is the Current State of Your Inventory?



Are You Making Additions or Changes to Your Packaging?



N/A
1%



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Consumers



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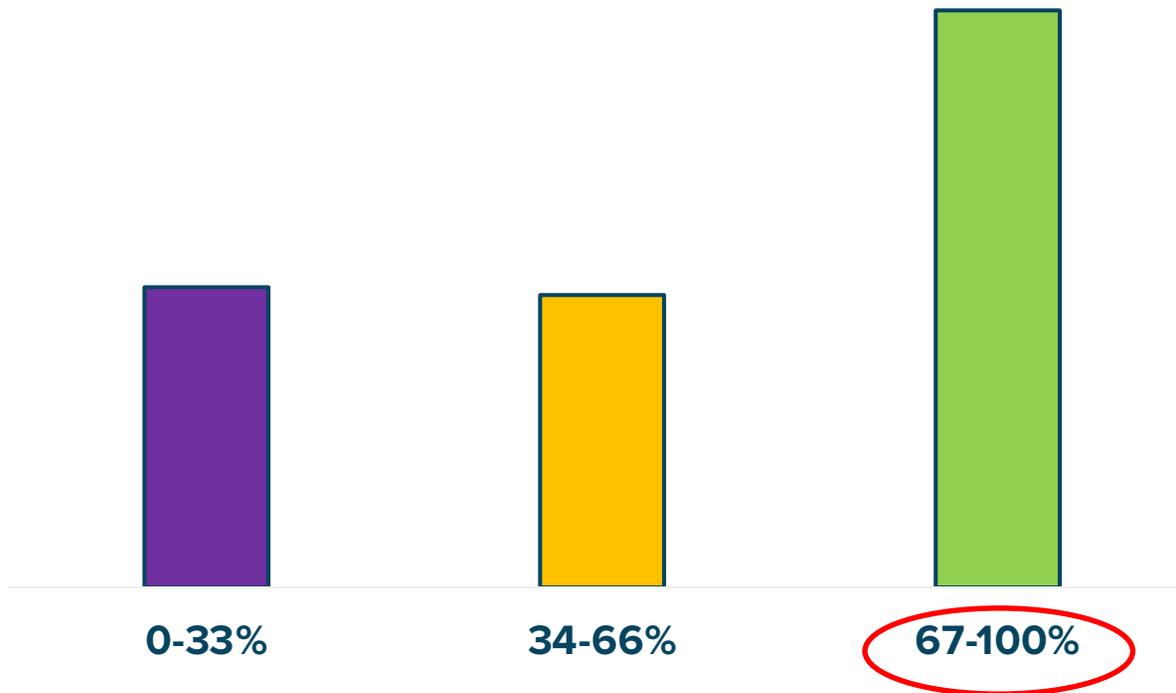
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Approximately What Percentage of Your Company's Revenue is DTC Generated?

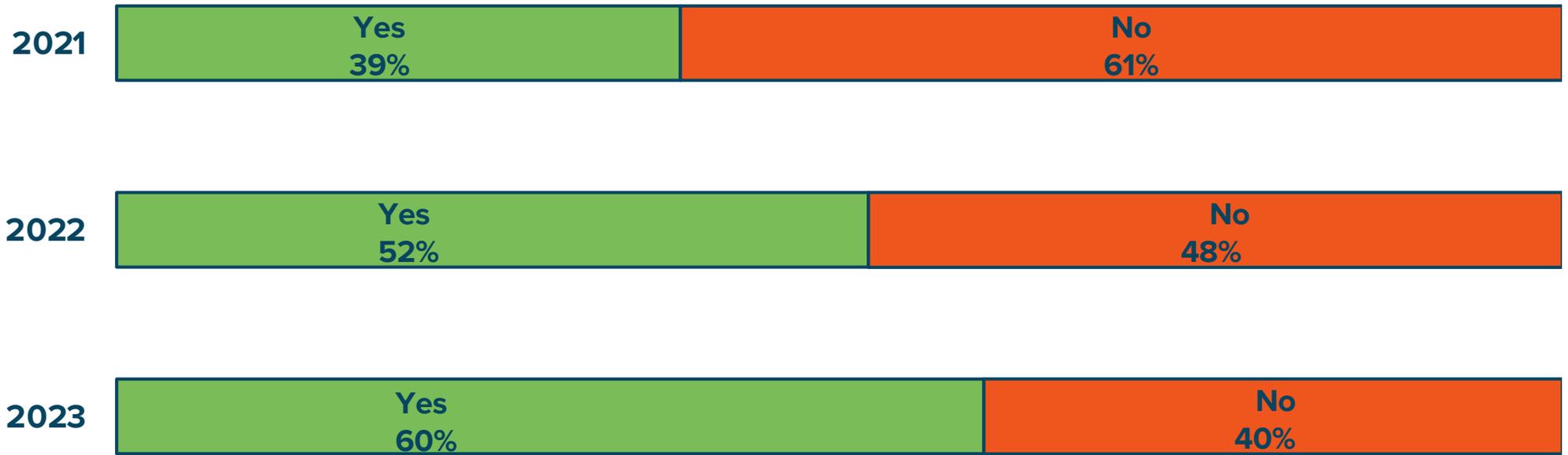


What Percentage of Your DTC Customers Would You Estimate are Millennials or Gen Z?



Most of those surveyed, indicated that **less than 50%** of their customers are Millennials or Gen Z.

Are You Pursuing Any Specific Initiatives That Target This Younger Segment?



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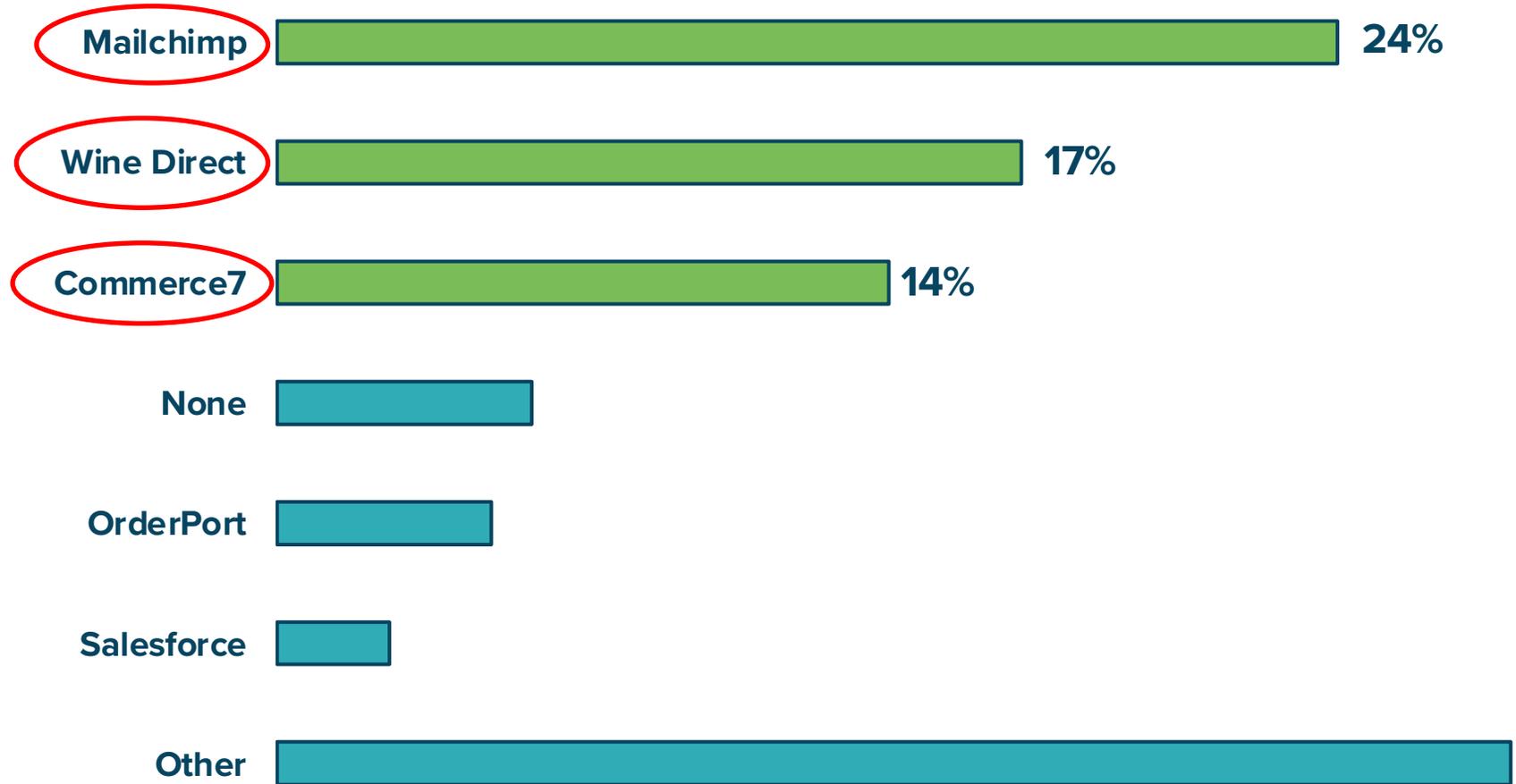
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What Software Are You Using to Manage Customers, Data, and Sales?



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Categories & Opportunities



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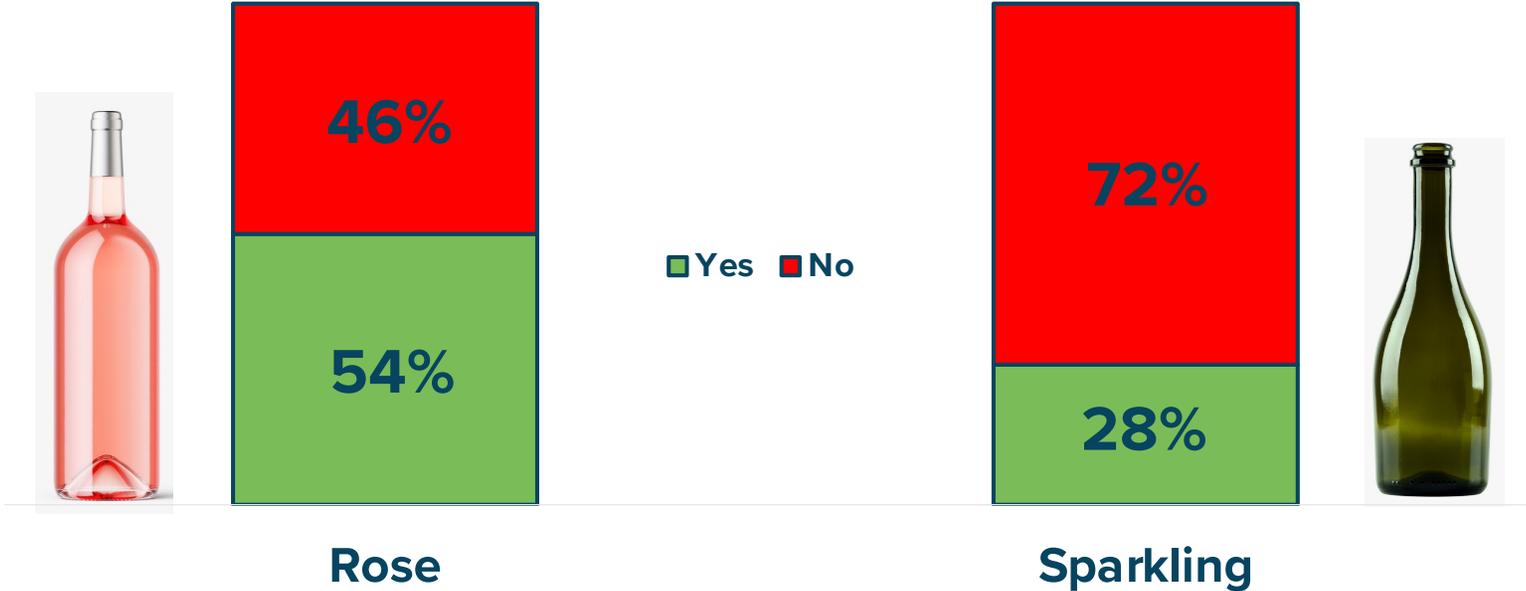
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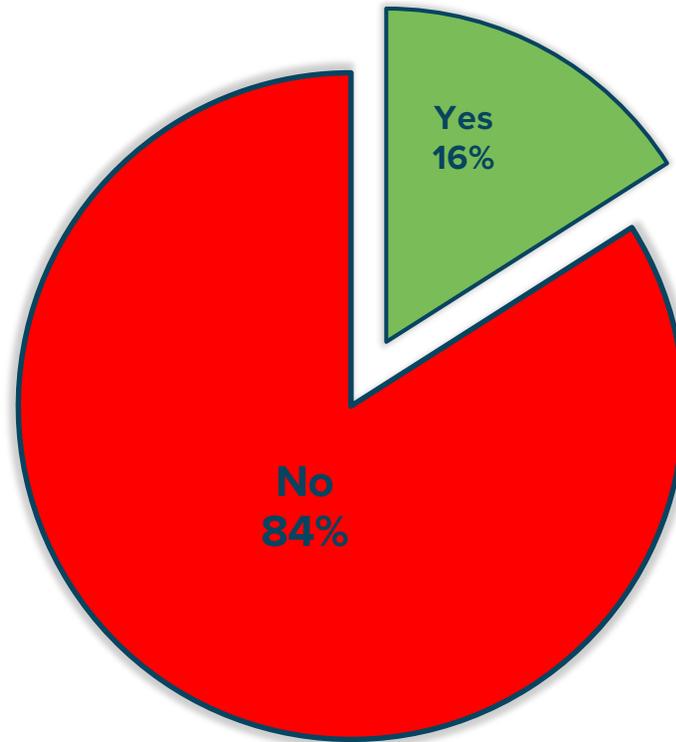


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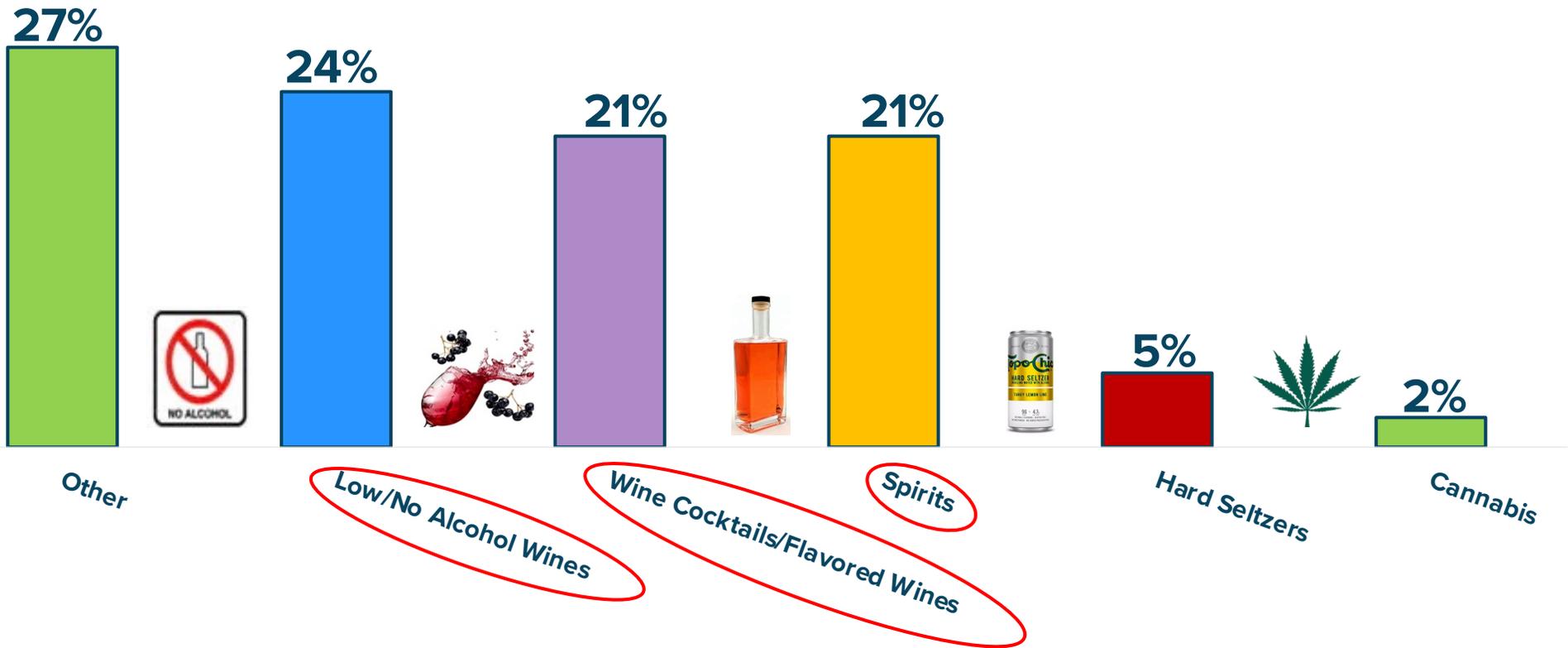
Do You Have Any of the Following in Your Portfolio?



Will You Be Betting Resources on an Alternative Category in the Coming Year?

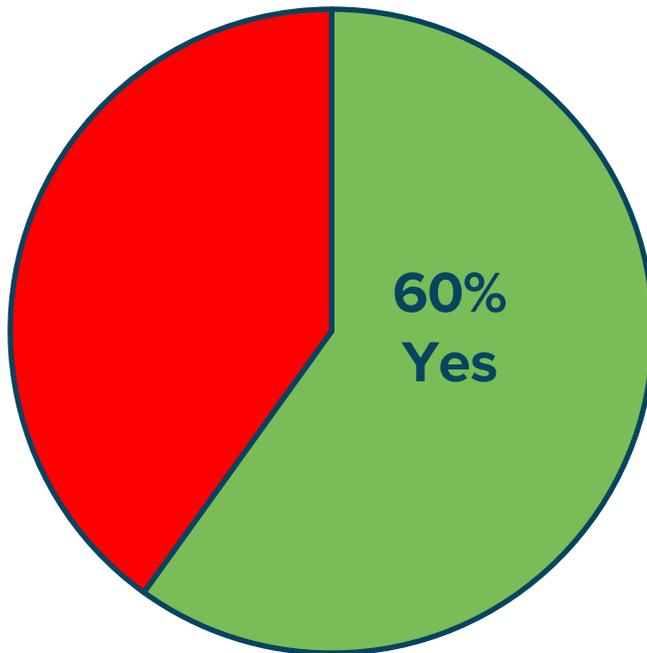


If Yes, Which Categories?.....

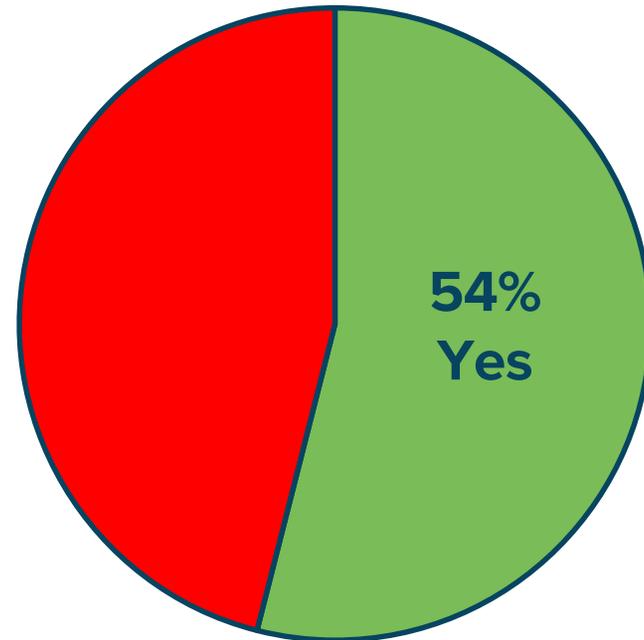


Are You Projecting Revenue Growth and Greater Profitability in the Next 12 Months?:

Revenue



Profitability



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Sonoma State University Wine Business Institute Scholarship Programs

Wine Industry Scholars Program (WISP)

The Wine Industry Scholars Program (WISP) is dedicated to supporting the access, retention, and graduation of students who are children of families who work in the wine industry. WISP offers approximately \$150,000 in scholarships annually.



WISP Donors Include

Barbara Talbott and John Riley	Bouchaine Vineyards
BPM	Chris and Kathy Burt
Cooperages 1912	Douglas Thornley and Susan Lundquist
Ernest and Julio R. Gallo Foundations	Federated Indians of Graton Rancheria
Gary Farrell Winery	Gould Evans
Johnson Scholarship Foundation	Korbel Champagne Cellars and The Heck Foundation
Mel and Craig McKibben	Ridge Vineyards
Rodney Strong Vineyards	Ron Rubin
Scott Laboratories	The Kalmanovitz Foundation
TIAA-CREF	Vinventions
Viviann and Mark Stapp	Walt and Sylvia Klenz
Wells Fargo	Wine.com

Sonoma State University Wine Business Institute Scholarship Programs

Wine Business Institute Inclusive Excellence Scholarships

The WBI inclusive excellence scholarships are designed to increase diversity within the wine industry. Scholars include women, people of color, and those in need of tuition assistance.



Abigail Barnabas

*Current Woodson & O'Neil Family
Wine Scholarship Recipient*



Jilberto Reyes

*Current Patrick Foley Inclusive Excellence Program
Scholarship Recipient*

Current WBI Inclusive Excellence Scholarships

Association of
African American Vintners
(AAAV)
Wine Business Scholarship

Charles Woodson
& O'Neill
Family Wine Scholarship

Debbie Lewis Women in Wine
Graduate Scholarship

Donn P. Reisen
Scholarship

Kistler Inclusive
Excellence Program

La Tosh
Wine Business Scholarship

Liz Thach
Wine Industry Scholarship

Napa Valley Vintners
UNCF Scholarship

Patrick Foley
Inclusive Excellence Program

Sonoma State University Wine Business Institute Scholarship Programs

CONGRATULATIONS!
MELISSA PARIS

"As the Associate Winemaker at a prestigious winery in Napa, CA, I am looking to this Executive Global MBA to connect the gaps in my understanding of the wine industry. I view the Patrick Foley scholarship as an investment in my education that will shape my success and provide a wealth of knowledge. I am so honored and grateful to receive this scholarship as it will provide greater financial security to me and that is priceless! "

WE GROW LEADERS.



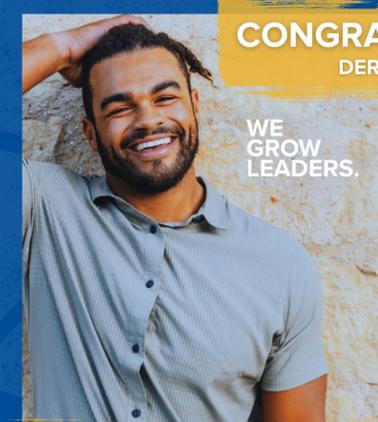
THE PATRICK FOLEY INCLUSIVE EXCELLENCE PROGRAM SCHOLARSHIP

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CONGRATULATIONS!
DEREK BALJEU

WE GROW LEADERS.

"I aspire to be a face for the promotion and facilitation of diversity, inclusion, and equal opportunity for the underrepresented people navigating the global wine industry. This will allow those who come after me a path with less friction, convolusion, and adversity, ultimately leading to the forward progression of the wine industry as a whole."



THE ASSOCIATION OF AFRICAN AMERICAN VINTNERS (AAAV) WINE BUSINESS SCHOLARSHIP

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CONGRATULATIONS!
ALYSSA RANSOM

"As the recipient of this scholarship, I plan to continue making a name for women in wine and to live out Debbie's legacy. With this, I hope to open more doors and opportunities for myself to be able to impact my career and the growth of the wine industry. I am grateful for this opportunity as it will help with my Wine Business MBA studies. Thank you immensely for the Debbie Lewis Women in Wine Scholarship!"



THE DEBBIE LEWIS WOMEN IN WINE GRADUATE SCHOLARSHIP

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Closing Thoughts



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data, email:**

winebiz@sonoma.edu

Meet our alumni:

wbi25.sonoma.edu

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