

CENTRAL COAST

*Insights*



# HOW TO COMPETE IN THE 3 TIER SYSTEM



## Panel of Experts

Amoreena Anker – Winebow (Distribution)

Mary Melton – Trellis Wine & Spirits (On Premise)

Katherine Wallace – Whole Foods (Retail)

CENTRAL COAST  
*Insights*



# Everything You Need to Know 2023 Wine Trends





Assets  
**DELIVER**  
PLANNING  
PROCESS-LED  
PRODUCT  
MANUFACTURER  
BUSINESS PLAN  
STRATEGIC  
SYSTEM

SCM  
Procurement  
STRATEGY  
PLAN  
MANAGE  
Process  
DISTRIBUTION  
RESOURCES  
Logistics  
PLANNING

**PARTNER**  
LIFECYCLE  
NETWORK  
**DELIVERY**  
Activities  
DISTRIBUTE  
MANAGEMENT  
STRATEGY

# SUPPLY CHAIN



CENTRAL COAST  
*Insights*



# THE ART OF GREAT STORYTELLING







Investment	Value at Year end
339 970	373 967
56 969	804 029
817	1 296 731
58	1 859 317
	2 499 808
	3 227 076
	4 050 935
	R 28 331

Investment	Value at Year end
424 963	467 459
446 211	1 005 037
468 522	1 620 915
491 948	2 324 149
516 545	3 124 764
<del>542 372</del>	4 033 850
569 491	5 063 675
	R 35 414

Start at monthly  
Can we do this?



Final thoughts are so, you know,  
final. Let's call them closing words.

Craig Armstrong

 quote fancy

CENTRAL COAST  
*Insights*