

# THE CHALLENGE

# GENERIC TASTING AND TRIPS

# WHAT WERE THE SALES RESULTS?

## THE CHALLENGE: GENERIC TRADE TASTINGS

- FAVOURED CERTAIN PRODUCERS
- ACUTAL PURCHASING DECISIONS?
- DIMINISHING MARGINAL RETURNS

THE CHALLENGE: GENERIC TRADE TRIPS

WERE THE GUESTS  
THE RIGHT PEOPLE?

THE CHALLENGE: GENERIC TRADE TRIPS

PEOPLE SELLING  
YOUR WINE HADN'T  
BEEN TO CALIFORNIA

# FORCED TO CHANGE THE FORMAT

# EMPOWER THE IMPORTER & PRODUCER





# THIS IS THE WAY



# KICKSTARTER PROGRAM



FINANCIAL SUPPORT  
FOR TASTINGS AND  
QUARTER TRAVEL

• KICKSTARTS YOUR  
IMPORTER'S PASSION  
**KICKSTARTER**  
FOR THE BUSINESS OF  
**PROGRAM** CALIFORNIA WINE



**KICKSTARTER**  
PROGRAM

HOW & WHY IT  
WORKS  
FOR TASTINGS

HOW & WHY IT WORKS FOR TASTINGS



# KICKSTARTER PROGRAM

# SOCIOLOGY

HOW & WHY IT WORKS FOR TASTINGS



**KICKSTARTER**  
PROGRAM

**IMPORTERS FEEL  
OWNERSHIP**



**KICKSTARTER**  
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HOW & WHY IT  
WORKS  
FOR TRAVEL



**KICKSTARTER**  
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**BUYERS AND  
SALES PEOPLE ON  
THE GROUND**





# KICKSTARTER PROGRAM

# NEW PASSION



# KICKSTARTER PROGRAM

# NEW BRANDS

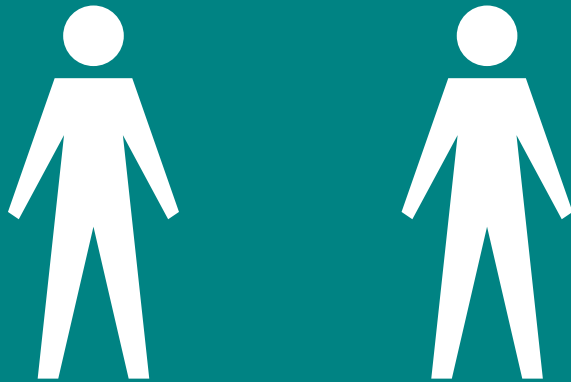




# TRAVEL DRIVES SALES UPLIFT



## SALES REPS



## SALES UPLIFT IN 12 MTHS POST TRIP

38% ↑ VOLUME  
40% ↑ VALUE



## REST OF THE TRADE SALES TEAM



## SALES UPLIFT IN 12 MTHS POST TRIP

28% ↑ VOLUME  
29% ↑ VALUE



# KICKSTARTER PROGRAM

# WHAT'S NEXT

LOGIN



**THE KICKSTARTER CAMPAIGN IS A STIMULUS PACKAGE FOR IMPORTERS,  
TO EASE SOME OF THE FINANCIAL BURDEN OF**

- Getting your wines in front of buyers;
- Hosting winery trade tastings and dinners;
- Working with your California producers in the market and funding the associated costs
- Travel to California for you to expand Importer knowledge and find new brands

MEETING





**KICKSTARTER**  
PROGRAM

**IT'S FOR YOU**



# THANK YOU