

Ca'Nani Winery

Small winery marketing has been in an evolution over the past ten years. The marketing has been a result of major changes including tourists demanding the cult and intimate experience with wine. With this trend consumers are seeking out smaller wineries that can provide a family atmosphere different from the corporate large facilities with people piled up at a long tasting bar. The consumer desires more education and personal time spent with each customer. This technique can be described as "slow marketing". Similar to "slow food". The customer is exposed to handmade couture of fine wine made organic in small quantities. This type of marketing relies on word of mouth advertising, a friend tells a friend, and the wine is unavailable through normal wholesale distributors throughout the country. This "slow marketing" technique requires more professional salespeople and technology.

New Marketing Technology

This brings us to the second major change in wine marketing. The use of internet social websites, email and telephone sales. This requires more personnel that are computer savvy. More office sales staff is required to take care of customers and reach out to more customers. Internet sales are increasing on winery web sites, requiring more personnel to keep the web sites current and accurate and expanding. Social media like face book, emails, and web advertising build relationships that help small wineries sales.

Recession Marketing

The recession is the third major change in marketing. New small wineries in Napa have to compete with older larger wineries with unlimited permits and marketing events. The recession has slowed retail sales in restaurants and slowed the high dollar consumption of Napa wines from consumers that are more cost conscience. This has slowed sales and backed up inventory. Therefore, reducing prices and profits to the wineries. This has caused all wineries to struggle for the dollars. The established wineries generally have the best vineyards and highway locations to draw customers. Because of the recession and the foreseeable slow future economy, wineries that can sell direct to consumers off major highway sight locations and in offsite direct sales tasting rooms will compete the best.

In summary Ca'Nani winery marketing plan includes all of the above aspects. The ancient winemaking techniques with the wines being made in large, antique clay fermenters and the large clay pot vessels for aging the wine will be unique and provide the interest and education for the consumers. The location off highway 29 will provide visibility and traffic to help start the mailing list and direct marketing programs. These consumers can then begin a long term relationship with their personal sales people through the social networks and email.

In conclusion, we respectfully ask the planners to consider our times and the changes in marketing wine. Take away as many restrictions as possible to help the wineries expand marketing. We need more than usual office staff, computer IT people, web site technicians, phone staff, and wine sales staff for personal interaction with the customers. The days of one bar tender pouring wines over a tasting bar to people lined up at the wine bar isn't going to cut it any more.