

SHADOW MOUNTAIN VINEYARDS

THE HOSPITALITY
BUSINESS

WHO WE ARE AND WHAT WE DO:

- WE OPERATE THREE DISTINCT AND DIFFERENT BUSINESS ECONOMIES
- ONE – AGRICULTURAL WINE GRAPE
- TWO – PROCESSING AND MANUFACTURING OF ETHANOL BASED WINE BEVERAGES
- THREE – MARKETING: TO INCLUDE RETAIL & WHOLESALE OUTLETS

AGRICULTURAL ECONOMY

- **LAND** – 25 ACRES OF DEVELOPED VINEYARDS WITH MARKETABLE VARIETIES IS SUSTAINABLE
- **OTHER GROWERS** – CAN SUPPLEMENT IF THEY KNOW WHAT THERE DOING
- **CONTRACTS** - KNOW WHAT YOUR DOING

AG. ECONOMY CONTINUED

- IT'S COSTING AROUND \$25,000. TO DEVELOP ONE COMMERCIAL ACRE
- WHAT'S IMPORTANT: **WATER AND SOIL ANALYSIS**
- THEN THERE'S **MATERIALS**: POSTS, STAKES, WIRE, PLANTS, LAYOUT AND DESIGN
- IS THERE A MARKET???

AG. CONT.

- EQUIPMENT TO MAINTAIN VINEYARDS TO INCLUDE:
- TRACTORS
- SPRAY EQUIPMENT
- MOWER
- HARVEST BINS
- OTHER SITE SPECIFIC IMPLEMENTS

WINERY OPERATIONS

- THIS IS A FOOD MANUFACTURING ECONOMY THAT REQUIRES TECHNICALLY SPECIFIC EQUIPMENT AND MATERIALS I.E.
- PROCESSING EQUIPMENT a.k.a. "THE CRUSH" TO INCLUDE: crusher & destemmer, wine press, barrels, lab. and instruments for analysis
- REFRIGERATED S.S. FERMENTATION AND STORAGE TANKS

PROCESSING CONTINUED

- LET'S STEP BACK-----!!!!!!!
- FOR THIS ECONOMY TO WORK YOU NEED **SPACE** FOR A BEVERAGE FACILITY
- **SANITATION** IS A BIG ISSUE
- SO IS **WATER!** RULE OF THUMB IS: IT TAKES 10 GALLONS OF WATER TO MAKE ONE GALLON OF WINE

PROCESSING CONTINUED:

- PACKAGING EQUIPMENT TO INCLUDE:
- BOTTLES AND BOTTLE FILLING EQUIP.
- CORKS AND MACHINE
- LABELS AND APPLICATION EQUIPMENT
- **THEN THERE'S LABOR!**
- I PLAN FOR WORST CASE SENERIO

MARKETING ECONOMY

- WHOLESALE AND RETAIL OUTLETS THAT INCLUDES:
- PRICING DIFFERENTIALS
- PROMOTIONAL CONSIDERATIONS
- SELLING – IN HOUSE AND/OR SALES FORCE
- DEPTH OF INVENTORY

THE HOSPITALITY BUSSINESS

- AH!! THE HOSPITALITY BUSINESS
- IF YOU BUILD IT, THEY WILL FIND IT
- UNDERSTANDING YOUR CUSTOMER - -
WHAT DO THEY REALLY WANT?
- AFFORDABLE, QUALITY, DESTINATION,
WORTHWHILE
- A REASON TO COME BACK

BUSINESS SUCCESS

- IS REPEAT BUSINESS WITH A GROWING CUSTOMER BASE
- WINE CLUB THAT IS A PREFERENTIAL CUSTOMER BASE
- A FACILITY THAT IS WORTH VISITING I.E. SCENIC, FRIENDLY, WORTH IT!
- OPPORTUNITY TO UNDERSTAND THE GROWING AND MAKING ASPECTS

Contact us

- www.shadowmountainvineyards.com
- alex@shadowmountainvineyard.com