

The background of the slide is a dark, semi-transparent image of a hand holding a wine glass filled with red wine. The hand is positioned on the right side of the frame, and the glass is tilted slightly. The lighting is soft, creating a warm and elegant atmosphere.

BRANDING YOUR VINEYARD

Strengthen Your Marketing and Enhance Your Revenue



W

**“Your premium brand
had better be delivering
something, or it’s not
going to get the
business.”**

—Warren Buffett

Speakers

Todd Newhouse

-Upland Vineyards | Outlook, WA

Casey McClellan – *Winemaker/General Manager*

- Seven Hills Winery | Walla Walla, WA

Kent Waliser – *Director of Vineyard Operations*

-Sagemoor Vineyards | Pasco, WA

PJ Alviso – *VP, Central Coast Winegrowing*

- Duckhorn Wine Company, Napa CA

**Why is branding a vineyard
important?**

Grapes – How To

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- **Selling Grapes**

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- **Prioritizing Grape Sales**

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- **Building Demand for Grapes**
- **Grape Pricing**
- **Leftovers**

Grower and Winery Relationships

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- **Contracts**

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- **Being Paid On Time**

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- **Contracts**
- **Being Paid On Time**
- **Communication**
- **How to be a winemaker or grower people want to work with**
- **Vineyard Designations**

Business Image

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- Looking Professional

Business Image

- **Looking Professional**
- **Events**

Business Image

- **Looking Professional**
- **Events**
- **Web Page**

Business Image

- **Looking Professional**
- **Events**
- **Web Page**
- **Social Media**

QUESTIONS?