

# Navigating the Bulk Wine Business in the U.S.

Moderated by Liza B. Zimmerman, the Wine Chick  
@2018 at the

**WB** **10<sup>TH</sup> World**  
**WE** **Bulk Wine**  
**Exhibition**

# Taught and moderated by Liza B. Zimmerman, DWSET



- Zimmerman is principal of the SF-based Liza the Wine Chick writing and consulting company. She writes for *Forbes*, *WineSearcher.com* and *Meininger*, among others
- She has been writing about wine for 20 years, completed the WSET Diploma and has visited all the major wine producing countries.

# Cyril Penn, editor-in-chief *Wine Business Monthly*



- Penn has been editor-in-chief of *Wine Business Monthly* for 18 years
- He previously covered energy for Reuters in New York and holds a degree in media studies from Fordham University.

# Deborah Parker Wong, DWSET



- ③ Parker Wong, is the global wine editor for *SOMM Journal*.
- ③ As a Wine & Spirit Education Trust provider she offers Level 2 and Level 3 certifications.
- ③ She teaches in the wine studies departments at Santa Rosa Junior College, Cabrillo College and Napa Valley College.

# Key Advice About the U.S. Bulk Market:

**Steve Fredricks, president**

The U.S. is a competitive market so be prepared to act quickly.

**Turrentine Brokerage,  
California**



The reality is that 10 companies do approximately 90 percent of the bulk wine business.

Jon Moramarco, managing partner

BW166/Gomberg & Fredrikson,  
Napa, California



**Gomberg, Fredrikson & Associates**

*Market Intelligence for the Wine Industry*

It comes down to price and quality as it really is a commodity business.

**Jon Moramarco**

**BW166/Gomberg &  
Fredrikson,  
Napa, California**



**Gomberg, Fredrikson & Associates**

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*Market Intelligence for the Wine Industry*

The two main reasons for importing wine in bulk are: (1) to substitute it for domestically produced wine in California based brands; or (2) to save money by bottling an existing foreign brand in the U.S

**Christian Miller,  
proprietor**

**Full Glass Research,  
Berkeley California**



Bulk wine is a commodity. It's mainly about quality and price, but flexibility and being willing to work with a buyer's needs can also be helpful.

Stephen Rannekleiv,  
Global sector strategist  
beverages

New York City

**Rabobank**

# Ten Best Practices to Enter the U.S. Bulk Market

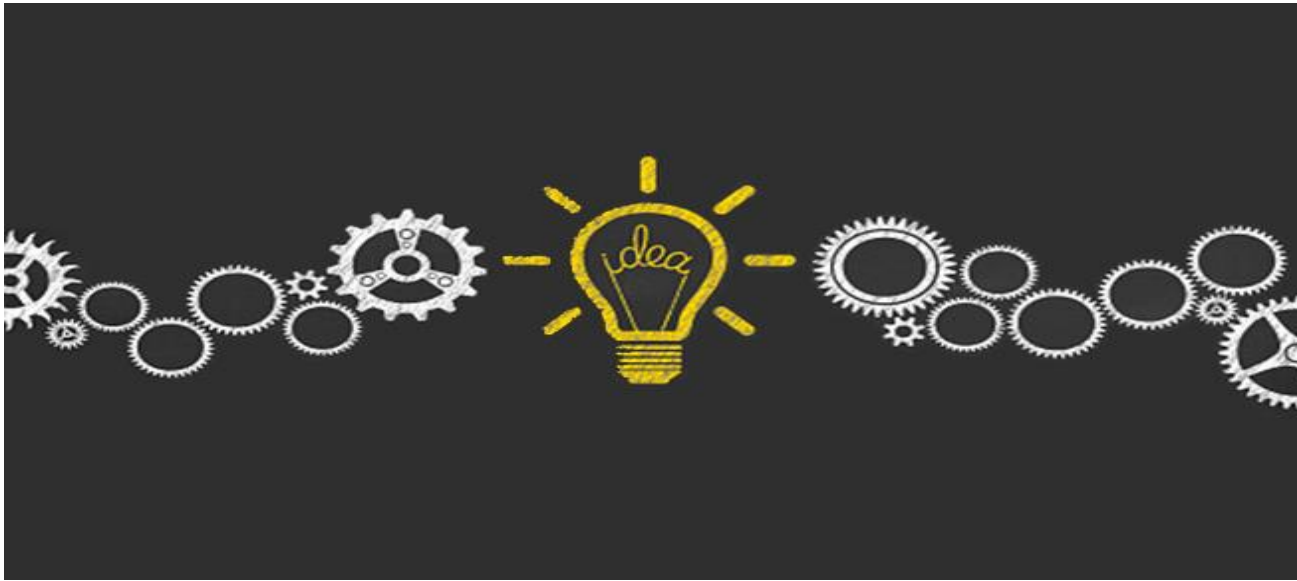
- 1) Know the key players: Treasury Wine Estates, Constellation, Gallo, The Wine Group, Delicato, Bronco are among the largest
- 2) Don't forget private label: everything from Total Wine & More to Costco, QVC, Aldi and Lidl offer good purchase opportunities



- 3) Go to the top trade shows on a regular basis: everything from Vinexpo and ProWein to new shows like Vinexpo NY and the wine and spirits show at the National Restaurant Association show in Chicago
- 4) Have your wines rated in reputable magazines prior to conducting new outreach
- 5) Maintain numerous feet on the ground to provide consistently good customer service in a fast-moving market



- 6) Maintain consistent quality to create brands U.S. consumers can trust
- 7) Be creative in branding: great labels and inventive packaging are essential in today's market
- 8) Think closely about new packaging: cans are super hot, what's next?



- 9) Don't be afraid to approach smaller importers
- 10) Continue to differentiate your company and brand as you make greater inroads to the U.S. market