January 23, 2018
2:00 pm – 3:00 pm

How to Survive the Wine Sales and Marketing Pressure Cooker

Angela Slade, Pacific Highway Wines & Spirits, Washington, D.C.
PACIFIC HIGHWAY

wines & spirits

Cutting Through – despite the odds
**TAKE AWAYS:**

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<td><strong>Power of Brand Authenticity</strong></td>
<td><strong>Invest in Strongest Asset</strong></td>
<td><strong>Steady, Bite-Size Activities</strong></td>
<td><strong>Be Noisy!</strong></td>
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<td><strong>your point-of-difference.</strong></td>
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<td><strong>that target your customer (distributor, trade, or end consumer).</strong></td>
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CASE STUDIES: 3 imports. 3 challenges

1. Channel
2. Size
3. Budget
Case Study 1: Mirabeau en Provence

Status: Exciting year ahead! Up 500%

Cut-through

1) Brand Integrity
2) Digital Engagement
3) Timing & Nimble

Our goal was to create the best rosés in Provence…
Case Study 2: Giesen Estate - Marlborough

Status: Hot Prospect; targeted growth from ’15

Cut-through:

1) Brand Integrity

2) Investment - Laser focused & Bespoke programming

3) Underdog energy; David/Goliath
Our Vineyards

Dillons Pt.

Ridge Block

Matthews Ln.

Clayvin
Case Study 3: Bodega Garzon

**Status:** Fast, up 200%, allocation, catching up to demand

**Cut-through:**

1) Brand Experience

2) Investment Visitor Program

• Distributors

• Trade

• Media
## TAKE AWAYS...TAKE 2

|---|--------------------------------|-----------------------------|--------------------------------|--------------|

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