



Ste Michelle
WINE ESTATES

**“Selling More Wine”
Welcome MMBA Members
May 18, 2008**

Where in Minnesota can you sell Wine?

Lakeville

Hutchinson

Rogers

Edina

Eden Prairie

Wayzata

Fridley

Spring Lake Park

St. Anthony

Thief River Falls

Bemidji

Tracy

Ellendale

Hawley

Dassel

Fairmont

Worthington

Pipestone

Why Selling More Wine Benefits YOU

- Increase gross profits and margins
 - Highest % margin item in alcohol beverage category
 - The category is hot. IRI identifies younger generation and health benefits
 - More wine is being consumed at home with meals. Power of suggested selling
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Get Into the Comfort Zone

- How do you answer the “I don’t know question”
 - Ability to recommend wines in all categories
 - Key Questions to ask your customers
 - Red or White
 - Sweet or dry
 - Type of Wine
 - Price Range
 - Import or Domestic
 - Do not avoid any wine category from fruit (Arbor Mist, Boones) to varietal
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Your Staff can be the Key to your Success

- You (Store Manager) to make sure you have an “all in” from your staff. It all starts with you telling them you can sell more wine
- Use of literature (info from all sources) is key to educating your people
- Schedule staff trainings with winery people or distributor personnel
- Make available any trade publications to enhance knowledge
- Part-Time Help knowledge is key, as they are potentially working at the store during peak periods
- Sellers do not have to like the wine but just be able to hand sell it

Store Signage

- Work with your Wholesalers on overhead identifiers. They all have high tech machines that can put your logo's on an customize
 - Be specific on your sections whether you are type set or brand set
 - Features on wine not just liquor and beer, be experimental
 - Use pairing charts or like items to make people comfortable with wine choices
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Increase Awareness on Shelves

- Stay away from clutter (too much)
 - Use of shelf talkers describing wine
 - Feature prices on wine category
 - Wine publication ratings
 - Store Manager recommendations (special section of the shelf)
 - Wine club features
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Increase Awareness on Shelves

- Have customers walking through the wine sections to get to beer or liquor
 - Try to do section specifics (90 pt wines for \$15 and Under)
 - Use of bottle neckers vs. shelf talkers identifying items featured at tastings, club events or just staff recommendations
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Increase Awareness with Displays

- Use of locations for impulse are key
 - Depending on size of store, display wine vs. back stock of beer
 - Small inventories can be displayed using bins supplied by suppliers and distributors
 - POS on displays suggesting dinner and wine pairings
 - Display items that have greatest opportunity for pull vs. having to push them through your system
 - Baskets throughout the store for shopping as people will buy more
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Chilled Wine is a Must for Impulse

- Even if you only have a small amount of space.. Chilled wine is a must
 - Focus on key varietals and brands that have the most potential to sell during key hours of the day
 - Experiment with new items but watch your movement
 - Most expensive real estate in your store, keep fastest moving items in.
 - Allocate at least 1 shelf to cold wine
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Wine Clubs and Tastings Increase Awareness of the Category

- Increase awareness of wine by conducting tastings at your account during key selling times
 - Local tastings at a separate venue or at your account. Winery reps or distributor reps can help you put together
 - Supervised open bottles for sampling by the checkout during Thursday-Saturday key times. Experiment with boxed wine at checkout
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Wine Clubs and Tastings Increase Awareness of the Category

- If tasting at the Checkout, have a small display near the tasting so customers can take on impulse
 - Start a wine club. Build up a following in your community
 - Cross promoting at combo accounts. Open a few bottles and offer samples, if customer likes, offer an affordable BTG pour
 - Conduct backroom staff tastings and have each employee log in a journal the characteristics of the particular wine tasted. This is an educational requirement of the job
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Experience the Power of Internet

- E-mails to customers on high scoring wines and specials throughout the store
 - Coupons over the net for discounts at the store
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Selling More Wine in a Smaller Town

Michael Friesen of Hawley Liquor

Shares his experiences selling wine
in a small town.

Selling More Wine in a Combo Account

Bruce Waage of Ellendale Liquor

Shares his experiences selling wine
in a combo account

Ste Michelle
WINE ESTATES

Brand
Northwest

Chateau Ste Michelle

COLUMBIA CREST

SNOQUALMIE



Thank You!!

