

Luogo di Ritrovo

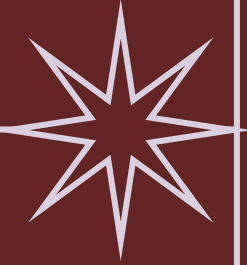
Winery & Vineyards

Business Plan



We are a gathering place for young winemakers and customers alike to get hands on learning experience about wine

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01

Background & Business Overview



Creating the Concept

- Interest in wine industry after school
- Research and conversations about biggest issues facing wineries
- Youthful perspectives about the future of wine and changes coming

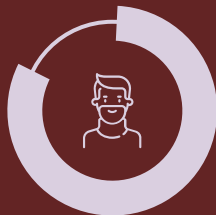


By the numbers

Production

58

The median age of a farmer in Italy is 58

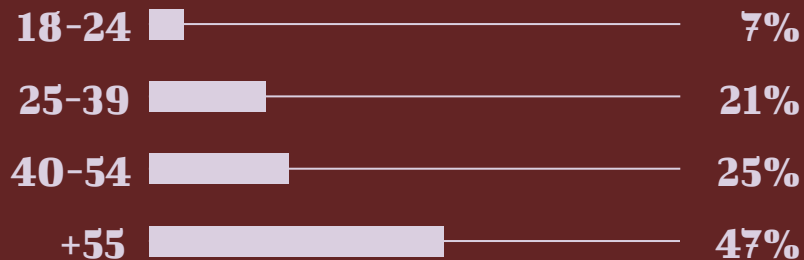


>80%

Of winemakers worldwide are male

Consumption

Average Wine Consumption by Age



7

7 year decrease in wine sales to people under 60

Conclusions



- The wine industry is losing younger generations because their marketing and advertising is failing to appeal to them
- Due in part due to the industry itself not being representative of a young diverse people, who better understand the wants of this group



“We think infusing young people in the wine industry is the key to recapturing the same age group as customers, to increasing sustainable practices in vineyards, to allowing the industry to evolve, and to keeping the wine industry thriving for years to come”



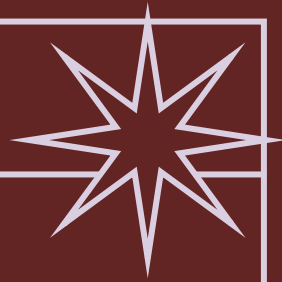
Our Mission

To create a winery with a wine education focus for tourists, students, and winemakers alike.

We also would like to focus on **teaching** young people about the wine industry, **making connections with other vineyards** around the world, primarily making **creative IGT wines**, and experimenting with new **sustainable practices**.



3 Foundations of Who We Are



1

A winery who aims to produce creative, experimental wines



2

A team for young apprentices just entering the wine industry



3

Extend education aspect to tourists on daily wine tours and through event



Facilities

- 2.9 million euro agriturismo located in Grosseto
- 190 hectares
- Several agricultural buildings
- Garden
- Currently can house up to 26 staff on site
- Agricultural equipment
- Irrigation system
- Tanks, barrels and wine making equipment
- 2 hectares of current vineyards



all of these included benefits of the property help to **decrease other initial investment costs** and allow us **quicker time to get up and running**



Why Grosseto?



- Being located within the region of Tuscany ties Luogo di Ritrovo into an area with a rich tradition of wine
- Centrally located between Florence and Rome
 - Potential for constant stream of visitors from large tourist hubs
- Opportunity to bring money into this economically depressed area
 - Less industry, not popular with tourists
- Believe that the area has great potential for growth in both the wine and tourism industries
 - Key to success in wine is investing in up and coming regions
- Unique terroir to help create unique wines
 - Volcanic and clay soils, cool sea breeze, warm summer days
 - Success in nearby areas with similar terroir: Bolgheri



Financial Plan

02



Stakeholders and Shareholders

Our stakeholders include:

- Employees
- Customers
- Investors
- Other industry leaders
- Surrounding community
- Organizations offering us grant money

Our shareholders include:

- Carly and Mariah
- Private investors



Initial Financing

- The hardest part of opening a winery is surviving the first 5 years
- Estimated initial capital needed: **4.5 million euro**
 - 2.9 million euro list price of property
 - 150,000 euro additional wine making equipment
 - 150,000 euro necessary property upgrades
 - 200,000 euro other start up costs (permits, marketing, consulting...)
 - 1 million euro over the 5 years in costs not covered by revenue (utilities...)
- Interest-free grants:
 - Associazione Nazionale Donne Del Vino offers grants for women entering wine in Tuscany
 - Government loan for young women entrepreneurs in agribusiness in Italy
- Additional funding:
 - EU Rural Development Program
 - Large international universities (UC system, Bordeaux Intl. Wine Institute...)
 - Private Investors (Wine Angels, WineFunding, Vinovest)



Cash Flow

- Total of 2 hectares
 - Each hectare produces 55 HL
 - $55 * 2 = 110$ HL
 - $110 \text{ HL} = 11,000 \text{ L}$
- Our bottles hold 0.75 L
 - $11,000 / 0.75 = 14,666$
 - Estimated at 14,000
- We sell our bottles at an average of 20 Euro
 - $14,000 * 20 = 280,000$
- Total annual wine sales = 280,000 Euro
- Aiming for 40 visitors a day
 - Each person spends an average of 60 Euro
 - $60 * 40 = 2,400$ Euro per day
- Total annual profits from visitors = 576,000
- Total annual profits = 856,000



03



Operating Plan





Workforce

Since one of our core pillars is building up the youth presence in the industry the majority of our staff is made up of apprentices

Rotating Apprentices

Young passionate international workers who receive non-traditional compensation in return for experience/education

Experts & Consultants

Initially utilize expertise from agronomists and winemakers, while our experience grows and to keep on cutting edge

Owners/ Managers

Our combined previous experience in wineries (Mariah) and hospitality (Carly) as well as our related degrees

Apprenticeship Program



Attracting Apprentices

- Posting opportunity on CoolWorks a top seasonal work website
- Connect with major wine medias
- Promote ourselves heavily on our own social media
- Establish ourselves with accreditations
- Reach out to adjacent university programs
- Emphasize creative freedom offered here over other programs
- Build a thriving work culture with international connections

Benefits

For the business:

- Lower payroll costs
- Constant stream of new ideas
- Multilingual staff
- Connections throughout industry
- Greater flexibility
- Shaping the next generation of winemakers

For apprentices:

- | | |
|----------------------|---------------------|
| • Experience | • Housing included |
| • Resume builder | • Live abroad |
| • Networking | • Try new positions |
| • Creative freedom | |
| • Italian Techniques | |



Senior Staffing

Owners/Managers

- At least 10 years experience
- Directly involved
- Hands-on leaders
- Various accreditations



Consultants

- Especially when first established
- Sales, agronomy, finance
- Experience with Italian systems, culture, and terroir
- External opinions to ours

Experts

- Bring in experts from other wineries to share their wisdom with apprentices
- Allow residency in exchange for their teachings
- Swap innovate strengths with their traditional expertise



Selling Our Wines

We plan to sell our wines direct to customers from our property

With the exception of:

- Markets
- Wine Events
- International shipping





04

Production Plan

Our wines



- Break the traditional mold put on Tuscan wine production though the use of many experimental techniques
- Allowing apprentices to help drive new product creation
- Constantly be testing out new products that are uncommon in Italy, but trending elsewhere and in the media
 - Orange Wines, Non-alcoholic Wines, Canning, Tech Integrations

Why not seeking designation of origin beyond IGT



Lacking Traditional Italian Roots

Do not want to misrepresent ourselves as a traditional Italian family winery



Creative Freedom

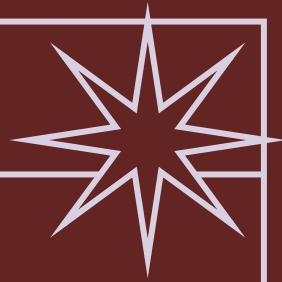
DOC and DOCG offer too many restraints for our innovative wine making



Differentiation

Many Italian producers only focus on these traditional wines and are well established in doing so

Sustainability



Environmental

- Transition to renewable energy
- Recycled bottles/ non-glass alternatives
- Diverse varieties with cover cropping and flowering strips

Economic

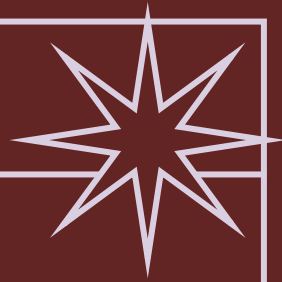
- Located in a rural/ more economically depressed area
- Life cycle assessment on all production throughout supply chain

Social

- Empowering youth and women in agriculture
- Experimenting with innovative practices
- Infusing tourism with education
- Events for local community



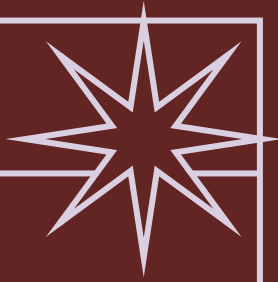
Product Quality and Safety



- Even without DOCG or DOC still producing high quality product
- In order to be on European market must compile with certain requirements
 - maximum sulfite level,
 - requirements for winemaking itself
 - rules regarding microbiological contaminants
 - as well as various other rules regarding production such as the HACCP
- In the long run want to pay for further certifications involving quality production
 - EU Certified Organics
 - VIVA Sustainable Wine program
- Help teach our apprentices how to work under these requirements and importance of guaranteeing quality to our customers



Tours and Experiences



- Offer property tour and tasting experiences 6 days a week
- Hands on and interactive tour
 - Help crush grapes
 - Taste from the barrel
 - Learn about small batch experimental wines
- Tours led and facilitated by the apprentices
- After more established offer different levels of tours with varied price points
 - Initially experience will be 60 euro for tasting with light snacks as well as an in-depth interactive tour
- Also offer a variety of events for tourists and community alike
 - Yoga in vineyard, pairing classes, guest chefs, live music
 - Allows us stream of income year round



Short Term Plan

- 2 labels each season
 - White vermentino
 - Rosé sangiovese
- Young fresh wines that will be ready for sale within a year
- Produced from the grape varietals already growing
- Utilize equipment already on property
- Strong online and social media presence
- Make connections with vineyards and universities
- Focus mainly on getting our name out there and getting people through the door
- Slightly renovate our property to fit our needs
- Work hard to build a solid first team of apprentices
- Host events on property for community and tourists
- Supplement income by consulting for other wineries specifically when it comes to marketing towards tourists, the younger generation, and social media use



Medium Run



- Plant more grapes potentially trying sustainable resistant hybrid varieties
- Expand to 5 labels
 - Orange/Amber wine
 - Amphorae aged red
 - Naturally sparkling white wine
- Create a wine club
 - To maintain relationship with loyal customers and tourists
 - Ensured sales later in the season
- Increase and improve our winemaking with investment in equipment
- Continue working on short term goals from the beginning to strengthen our brand



Long Run and Expansions



- Collaborations with wine schools, other wineries, universities, research institutions
 - Planting new varieties, blending, funds for research
 - Renting out sections of our facilities and housing to other institutions
- Expand our property to fit more apprentices
- End use of virgin glass bottles
 - 68% of emissions from the wine industry can be attributed to glass bottles
 - Aluminum cans use 90% less energy to be recycled, require less fuel in transportation, and are cheaper to produce
- Begin working with importer to get wines in wine shops internationally
- Transition to renewable energy sources
- Secure certifications involving sustainability and quality
- Keep winemaking and our vision of educating people about wine at our core

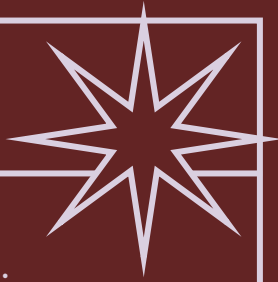




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Marketing Plan

Market Analysis

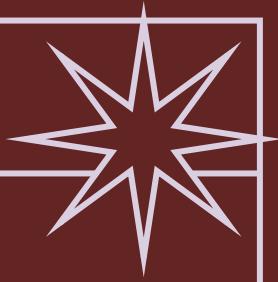


An 'Agriturismo' is a type of hybrid tourism solution that services tourists with accommodation, hospitality and gives them agricultural experience.

- The tourism activity has to be deeply interlinked with the agricultural one
- Positive trend of 'agro-economy' with a value of 1.39 billion Euro (ISTAT)
 - +29% over the past 10 years
 - +0.9% licensed farms over the previous year
- Most agriturismos are located on hilly, mountainous areas
 - Makes up 52.5% of total activities in Tuscany
- Women manage around 36% of total farm stays
- Large increase in tourists
 - +8.6% foreign tourists
 - +3.5% domestic visitors
 - In total increased from 1.6-1.8 billion



Target Customers



Students

- Apprentices/Internships
- Wanting hands on experience

People with strong interest in the wine industry

- People interested in evolution of wine industry
- Others wanting to open their own winery/vineyard

Tourists

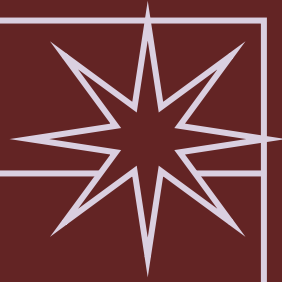
- Learn something new
- Enjoy our facilities

Community

- Especially young people wanting to experience new wines
- Local families at our events on the property



How We Plan to Market Ourselves



Social Media

- TikTok
- Instagram
- Facebook

Universities or Other Educational Facilities

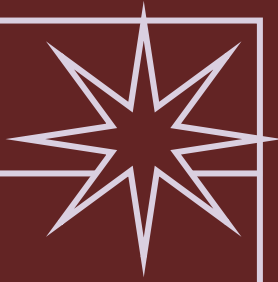
- Italian Universities
- American Universities

Wine Events

- Other vineyards
- Markets
- Wine Fair



Strengths



- Unique agriturismo and winery
- Offers education/hands on experience
- Existing vineyard, buildings and wine making supplies
- Popular location
- Creative wines
- Differentiation
- Apprenticeship program



Weaknesses

- Not well-known
- Untraditional
- Not as much experience as other winery owners in the area
- Lack of understanding about Italian market



Opportunities

- Evolving technology
- Lots of land to expand facilities or vineyards
 - Honey, olive trees, animals, cellars, etc.
- Connecting with other vineyards/wineries/institutions can open many doors
- Because we are untraditional it gives us lots of room to experiment with our wines



Threats

- Bad weather
- Pests
- Traditional wineries
- Well established agriturismo and tourist experiences near us
- Climate change



Sources



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