



Winning Strategies for Wine Businesses Webinar Series 2021

Winning Direct Strategies – Tuesday 7th of September | I am AEST - 90 Minutes duration.

Whether this is a first or you've attended many of our workshops and webinars, this is about taking the next step up.

- ❖ We'll look at what's winning coming out of COVID, how digital and direct are evolving and where too next.
- ❖ We'll discuss priority areas in terms of what has the greatest impact both on sales and long-term brand health.
- ❖ We'll provide global best practice examples of winning strategy in action that can be applied to your business.

Winning On-Premise Strategies – Tuesday 14th of September | I am AEST - 90 Minutes duration.

Some brands can survive and prosper simply by selling everything direct. Most will only ever reach their true potential by being able to be rediscovered in distribution.

- ❖ We'll discuss how to position your brand optimally given On-Premise evolution.
- ❖ We'll cover selecting, managing and optimising business through On-Premise distribution partners.
- ❖ We'll help you to develop an integrated approach so that your Direct and On-Premise strategies leverage off each other.

Winning Off-Premise Strategies – Tuesday 21st of September | I am AEST - 90 Minutes duration.

Retail is definitely the hardest environment for wine brands. There, you are often left to fight on your own.

We've worked on global strategy for some of the world's most successful wine brands.

We've had time to understand the nuance of optimising this channel.

- ❖ We'll look at growth opportunities, managing business within retailers, managing retail business through distributors, as well as the lost art of merchandising and how that can dramatically improve sales
- ❖ We'll discuss how to protect price and brand image.
- ❖ We'll finish with how to pull this all together as your own unique, integrated sales and marketing strategy.