

# WINE BUSINESS BUYER'S GUIDE 2025

**Connecting Wine Industry Buyers & Sellers  
at the Point of Purchase -- in Print and Online.**

# Unprecedented Opportunity to Gain New Winery Customers

**Wineries are looking for new sources of products and services**

- Severe disruption of supply chains
- Vendors merging or going out of business
- Large staff turnover within vendors

## How Will Wineries Find New Vendors?

**In-person meetings continue to be limited...**

- Causing buyers to increase their use of directories, online and in print.
- But **general search engines produce a mix of irrelevant information** making research difficult and time consuming.

# General Search

- For example: a search for rootstock returns citations for the Rootstock Restaurant and for Rootstock Software

The screenshot shows a Google search for "rootstock". The search bar at the top contains the word "rootstock". Below the search bar, there are tabs for "All", "Images", "News", "Shopping", "Maps", and "More". The "All" tab is selected. The search results are displayed in two columns. On the left, there are three results: "Rootstock Software" (a website for cloud ERP for manufacturers), "Rootstock" (a Wikipedia entry about a botanical term), and "Rootstock Wine Bar" (a website for a wine bar in Los Gatos). On the right, there is a map showing the location of "Rootstock Kitchen & Bar" in Napa, California. The map includes a street view and a list of nearby businesses like "La Cheve Bakery and Brews" and "Black Bear Diner Napa". Below the map, there is a detailed information box for "Rootstock Kitchen & Bar" including its address, phone number, and options to add missing information or ask a question.

Google rootstock

All Images News Shopping Maps More Tools

**Rootstock Software**  
https://www.rootstock.com  
**Rootstock Software | Cloud ERP for Manufacturers**  
Rootstock Software provides powerful Cloud ERP Software for Manufacturing & Supply Chain organizations built on the Salesforce Platform.

**Rootstock**  
Wikipedia  
https://en.wikipedia.org › wiki › Rootstock  
**Rootstock**  
A rootstock is part of a plant, often an underground part, from which new above-ground growth can be produced. It could also be described as a stem with a ...  
Uses in agriculture · A×R1 · Apple rootstock

**People also ask**

What is the rootstock of a plant?

What fruit would rootstock produce?

What is rootstock and scion?

What is the difference between rootstock and grafting?


**Rootstock Wine Bar**  
https://www.rootstockwinebar.com  
**Rootstock Wine Bar | Los Gatos | Mountain View | Santa Cruz ...**  
One of the most friendly, local, down-to-earth wine bars around. Bring your group to try our amazing selection of locally produced wine, food, and craft beers.  
Our menu · About · Wine Club · Menu

**X (Twitter)**  
https://twitter.com/rootstock\_us

**Rootstock Kitchen & Bar**  
Restaurant  
Address: 320 Soscol Ave, Napa, CA 94559  
Phone: (707) 224-3400  
Suggest an edit · Own this business?  
Add missing information  
Add business hours  
Add website  
Questions & answers  
Be the first to ask a question  
Send to your phone  
Reviews  
Be the first to review  
Write a review · Add a photo  
About this data · Feedback

# WineBusiness Buyer's Guide

- Search for “Rootstock” gives your prospects the information they need


**WINE BUSINESS**  
| BUYER'S GUIDE  
*The industry's most reliable digital vendor source.*


[Winery & Winemaking](#) [Vineyard](#) [General Wine Industry](#)


**PRODUCTS & SERVICES**


Grapevines / Rootstock / Nurseries 30 vendors found


Recently Updated


**Martinez Orchards**  
Providing the industry with quality Dormant Rootstock and Grafted Grapevines for over 35 years.

**Hermann J Wiemer Vineyard**

**Fairhaven Vineyards**  
1 liter container-grown vines. Vineyard drip irrigation supplies, vineyard planting supplies, trellising materials. Advanced planting miles and organic fertilizers. Commercial/hobby vineyard design and installation. Licensed irrigation installation.

**Duarte Nursery**  
Duarte Nursery, Inc. produces 100% containerized grapevines from 291 certified clones and ultra clean rootstock. Duarte Nursery's product formats include the Standard Vine 12", MagnumVine 24" and UberVine 35".

**Guillaume Grapevine Nursery**  
Production and sale of certified grapevines, potted, dormant bare-rooted, grafted and own-rooted. ENTAV-INRA licence. Consulting and advice on clone and rootstock selection for vineyard development projects.



**Sunridge Nurseries**  
Sunridge Nurseries supplies hand-crafted, custom dormant and deep root green benchgrafted grapevines with personalized service. Protocol 2010, French ENTAV and Iberian Planisel clones available.

Product Surveys

[2012 Vineyard Survey Report: What Rootstocks Are We Using?](#)  
December 1st, 2012

Product Reviews

[Product Review: Grapevine Trellises Support Your Local](#)  
[Grapevine](#) January 15th, 2011

**Wonderful nurseries.**  
THE MOST TRUSTED PRODUCTS IN THE INDUSTRY  


## How Will Wineries Find New Vendors?

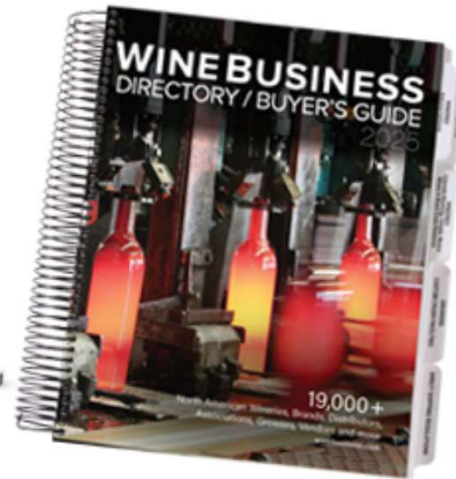
- Wineries will turn to the Buyer's Guide. The only
  - curated,
  - comprehensive,
  - up-to-date, and
  - wine industry specific list of vendors

## In Print and Online

Some wineries buyers research their purchases in print, others do their research online. The Buyer's Guide is available in both mediums.



**The online version** of the Buyer's Guide is integrated into the winebusiness.com website, the leading website for the wine industry. The Buyer's Guide Online receives over 100K page views per year and over 20,000 unique visitors.



**The print version** of the Buyer's Guide will be mailed to over half of US wineries producing at least 5,000 cases annually.

# A Partial List of Wineries that Received the 2024 Buyer's Guide

A Rafanelli Winery & Vineyards  
A X R Napa Valley  
Abacela  
Abingdon Vineyards  
Acquaviva Winery  
Adams County Winery  
Adelaida Vineyards & Winery  
Adirondack Winery  
Adkins Family Vineyards  
Agua Dulce Winery  
Airlie Winery  
Akash Winery & Vineyard  
Alapay Cellars  
Alba Vineyard  
Alban Vineyards  
Alexander Valley Vineyards  
Alexandria Nicole Cellars  
Allied Wine Corp.  
Alma Rosa Winery & Vineyards  
Altamura Winery & Vineyards  
Amici Cellars  
Amigoni Urban Winery  
Amos Rome Vineyards  
Anaba Wines  
Ancient Peaks Winery  
Andis Wines  
Andrew Murray Vineyards  
Anne Amie Vineyards  
Aperture Cellars  
Apolloni Vineyards  
Arista Winery  
Arnot-Roberts  
Artesa Vineyards & Winery  
Atwater Vineyards  
Au Bon Climat  
Aubert Wines  
Auburn Road Vineyards

August Hill Winery  
Aurora Cellars  
Austin Winery  
Axios Napa Wine  
Babcock Winery & Vineyards  
Badger Mountain Vineyards  
Balboa Winery  
Balletto Vineyards & Winery  
Band of Vintners  
Barboursville Vineyards  
Bargetto Winery  
Barnard Griffin Winery  
Barra of Mendocino  
Bartlett Maine Estate Winery  
Bella Vineyards & Wine Caves  
Bello Family Vineyards  
Bending Branch Winery  
Benton Family Wines  
Berghold Vineyards  
Bergstrom Winery  
Bernardus Vineyards & Winery  
Bernhardt Winery  
Bethel Heights Vineyard  
Bevan Cellars  
Bianchi Winery & Tasting Room  
Biltmore Estate Winery  
Bionic Wines  
Black Ankle Vineyards  
Blue Mountain Vineyards & Cellars  
Blue Ridge Winery  
Blue Rock Vineyard  
Bluefield Estate Winery  
Bokisch Vineyards  
Bookwalter Winery  
Bordeleau Winery  
Boston Winery  
Boutzoukas Family Cellars

Brack Mountain Wine Co.  
Brassfield Estate Winery  
Brian Carter Cellars  
Broad Mountain Vineyard  
Broadley Vineyards  
Broken Earth Winery  
Brooklyn Winery  
Brooks Wines  
Brown Estate  
Bryn Mawr Vineyards  
Buoncristiani Family Winery  
Burnley Vineyards and Winery  
Buttonwood Farm & Winery  
Byington Winery & Vineyards  
Cabana Winery  
Calcareous Vineyard  
Camarillo Custom Crush  
Cana's Feast Winery  
Capay Valley Vineyards  
Carhartt Family Wines  
Carlisle Winery & Vineyards  
Carneros Vintners  
Carol Shelton Wines  
Carruth Cellars  
Cascade Winery  
Cass Wines  
Castel Grisch Winery  
Castello di Amorosa  
Castle Rock Winery  
Castoro Cellars  
Cathedral Ridge Winery  
Cave B Estate Winery  
Cedar Ridge Vineyards  
Chacewater Winery  
Chandler Reach Vineyards  
Chanin Wine Co.  
Chappellet Winery

Charles B Mitchell Vineyards  
Chateau Aux Arc Vineyards & Winery  
Chateau Bianca  
Chateau Diana Winery  
Chateau Élan Winery & Resort  
Chateau Grand Traverse  
Chateau Montelena Winery  
Chateau Morrisette  
Chicago Winery  
Childress Vineyards  
Chrysalis Vineyards  
Cinder  
Cinnabar Vineyards & Winery  
City Winery Chicago  
Claiborne & Churchill Vintners  
Clarksburg Wine Co.  
Clover Hill Vineyards & Winery  
Coelho Winery  
Colene Clemens Vineyards  
College Cellars of Walla Walla  
Colorado Cellars  
Comstock Winery  
Copper Cane Wines & Provisions  
Cornerstone Cellars  
Cougar Crest Estate Winery  
Covenant Winery  
Crimson Wine Group  
Cristom Vineyards  
Cuvaision Estate Wines  
Darcie Kent  
Darioush  
Dashe Cellars  
David Arthur Vineyards  
David Bruce Winery  
Davis Estates  
Dehlinger Winery



## Wineries will be Searching the Buyer's Guide -- How will They Find Your Company?

- Many product categories in the Buyer's Guide have more than 40 companies listed
- **Stand out from your competition** and get your company's product and message in front of winery buyers as they research their purchases **by advertising in the print and online versions of the Buyer's Guide.**

# Advertising in Buyer's Guide

## -- Print Benefits

| Buyer's Guide<br>Print Edition            | Basic Listing<br>Spend up to \$1,500 in BG | Premium Listing<br>Spend over \$1,500 in BG |
|---|--|---|
| company name                              | •  | <b>Bold Company Name</b>                    |
| address                                   | •  | •   |
| phone number                              | single phone number                        | multiple phone numbers                      |
| website                                   | •  | •   |
| full contact detail                       |  | •   |
| employee detail                           |  | •   |
| brands sold                               |  | •   |
| company summary                           |  | •   |
| *guaranteed to be<br>in the print edition | NO   | YES   |

Premium  
Listing

Basic  
Listing

and premium tannin and antioxidant oak sensory profiles delivered through an array of product formats worldwide.

### OAK SOLUTIONS GROUP

**Contact(s):** Paul Abbott, Oak Solutions Spec., CA Central Valley, Central Coast, pabbott@oaksolutionsgroup.com, (707) 480-1507; Kyle Sullivan, Dir. Sls., Int'l., ksullivan@oaksolutionsgroup.com, (707) 287-8555; Amy LaHue, Oak Solutions Spec., Eastern United States, alahue@oaksolutionsgroup.com, (573) 442-9717; Derek Sanchez, Tech. Sls. Mgr./Wine Chemist, Int'l., dsanchez@oaksolutionsgroup.com, (707) 259-4988; Stephanie Blancas, Oak Solutions Spec., CA, OR, WA, sb Blancas@oaksolutionsgroup.com, (707) 259-4988

2557 Napa Valley Corporate Dr, Ste D, Napa, CA 94558

**P:** (707) 259-4988 **F:** (707) 255-5952

**E:** info@oaksolutionsgroup.com

**W:** oaksolutionsgroup.com

**Brands Sold:** évOAK, trū/tan

**Products and Services:** Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: évOAK forward-thinking oak products and trū/tan enological tannins.

### OAK WISE

809 Black Diamond Way, Lodi, CA 95240

**P:** (209) 224-5353 **F:** (209) 625-8953

**W:** oak-wise.com

### OENOFRANCE USA, LLC

**Contact(s):** Fabien Machard, Reg. Mgr.- USA, Oregon - Mendocino - Temecula - Paso Robles, fmdg@oenofranceusa.com, (707) 971-8271, (707) 824-8888; Guyon Cliffe, General Manager

**Reserve Now! Deadline is October 14, 2024**

# Advertising in Buyer's Guide

## -- Online Benefits

### Logo Added to Listing in Search Results

- Spend \$1,500+ in the Buyer's Guide and receive a **FREE upgrade to your company's presence in the Buyer's Guide online**
- Your logo will be included in your listing on the search results page, making sure your Brand stands out.

Enhanced – logo and extended copy

Standard listing (free) – no logo, limited text

*online*



#### Seguin Moreau Napa Cooperage

Barrels in Bordeaux and Burgundy shapes and larger formats: French, American, European and Russian oak. Wood for ICÔNE barrels is selected on chemical composition and targeted to specific results. Oak tanks, plus a range of oak alternatives products.



#### Tonnellerie Radoux USA

Radoux manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radoux's proprietary Oakscan® technology is now applied to both barrel and oak for enology products.

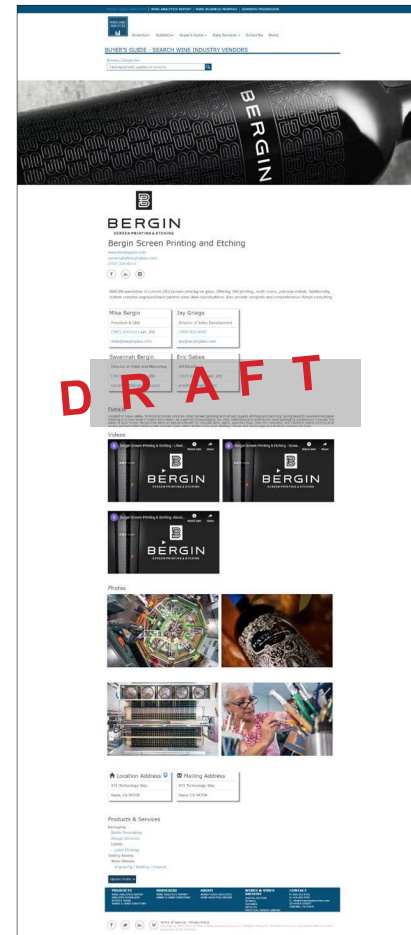
#### J Rettenmaier USA

Vitacel filter aid is a crystalline silica-free, biodegradable, pure cellulose replacement for DE

# Advertising in Buyer's Guide -- Online Benefits

## Enhanced Profile

- Spend \$1,500+ in the Buyer's Guide and also receive a **FREE** upgrade to your **Online Business Profile** which enables you to **showcase your products in the most advanced way possible.**
- **An Enhanced Online Business Profile** can include:
  - ~ A hero banner showcasing products or brand
  - ~ Multiple contact information
  - ~ Marketing materials
  - ~ Videos
  - ~ Product photos
  - ~ Social media handles



# Advertising in Buyer's Guide

## -- Online Benefits

### Online Ad

- Your purchase of a \$2,500+ ad in the print version of the Buyer's Guide includes an ad in the Buyer's Guide online.
- Your online ad will be placed in the search results page of your product category, making your brand stand out.
  - Spend \$3,800+ and receive an online ad for 12 months
  - Spend \$2,500+ and receive an online ad for 6 months

Online Ad

Find equipment, supplies or services

**Bottles**  
69 vendors found

1 2 3 4 5

**Ardagh Glass Packaging - North America**  
Ardagh Glass Packaging - North America is a leading U.S. manufacturer of wine bottles with the broadest selection of bottle shapes, finishes and colors, offering its innovative FlexRun® service and eco-conscious ECO Series® line of wine bottles.

**berlin**  
Packaging  
Berlin Packaging is a leading supplier of bottles, closures, capsules and packaging to the wine market. From popular in-stock bottles to complete custom-design and branding capabilities, our team has decades of experience helping clients succeed.

**BRICK**  
Packaging, A Saxco Division  
Standard, specialty and champagne/sparkling bottles. Natural and synthetic corks, 30x60 screw caps, PVC and polyiam capsules. Oak barrels, oak additives, barrel racks, barrel washing stands. Wine bottle shippers and carriers.

**TRICORBRAUN**  
WinePak  
**WINE PACKAGING WHEN YOU NEED IT**  
TricorBraun WinePak has the strategic foresight and global supply to keep you one step ahead.  
**IN-STOCK BOTTLES AVAILABLE NOW** [CLICK TO VIEW](#)

**Gallo Glass**  
Gallo Glass, established in 1958, is a state-of-the-art highly innovative glass manufacturer committed to meeting the needs of its customers while minimizing its impact on the environment.

**Global Package**  
Specializing in customized high end bottles, bottle design and decoration services for wine, spirits and food companies. Our focus is on unique specialty bottles, pewter labels, custom cartons and stoppers for wines and spirits.

## Advertising in the Buyer's Guide

- For one price, **get your message in front of wineries as they research purchases** -- in print and online.
- **Receive year-round exposure:** the Buyer's Guide print edition is referenced the entire year. And your ad will be available in our Buyer's Guide Online year-round, 24/7!
- **Benefit from the traffic and exposure the Buyer's Guide as part of WineBusiness, the wine industry's leading information provider.** Promotions encouraging wineries to turn to the Buyer's Guide will run
  - in *WineBusiness Monthly* magazine,
  - in the *Daily News Email* and
  - on *winebusiness.com*.

## 2025 Buyer's Guide Rates & Specifications

— rates are for package of both print AND online ads\*\*

### Ad Rates

| Frequency  |                | full page      | 1/2 v/h        | 1/4 vertical   | 1/8 h          |
|------------|----------------|----------------|----------------|----------------|----------------|
| <b>1x</b>  | <b>4 Color</b> | <b>\$4,899</b> | <b>\$3,975</b> | <b>\$3,250</b> | <b>\$2,782</b> |
|            | Black & White  | \$2,774        | \$1,756        | \$995          | \$579          |
| <b>4x</b>  | <b>4 Color</b> | <b>\$4,693</b> | <b>\$3,788</b> | <b>\$3,212</b> | <b>\$2,725</b> |
|            | Black & White  | \$2,532        | \$1,562        | \$887          | \$528          |
| <b>7x</b>  | <b>4 Color</b> | <b>\$4,456</b> | <b>\$3,657</b> | <b>\$3,157</b> | <b>\$2,681</b> |
|            | Black & White  | \$2,274        | \$1,387        | \$836          | \$483          |
| <b>13x</b> | <b>4 Color</b> | <b>\$4,169</b> | <b>\$3,494</b> | <b>\$3,050</b> | <b>\$2,637</b> |
|            | Black & White  | \$1,962        | \$1,274        | \$739          | \$432          |
| <b>20x</b> | <b>4 Color</b> | <b>\$3,738</b> | <b>\$3,131</b> | <b>\$2,738</b> | <b>\$2,369</b> |
|            | Black & White  | \$1,756        | \$1,143        | \$671          | \$381          |

### Ad Sizes (W x H) Trim Size 8 3/8" x 10 7/8"

WBM File Format: .PDF x 1a is the ideal file format. Files should be exact dimensions. All colors are CMYK. No crop marks or bleed on fractional ads.

Online is standard IAB 300x250 ad.

\*\*Ads priced \$2,500+ include online ads

| full page  | 1/2 v/h   | 1/4 vertical   | 1/8 h        |
|--|---|----------------|--------------|
| 7.375 x 9.75" (type safety area)<br>8.625 x 11.125" (with bleed) | 3.625 x 9.75" (vertical)<br>or<br>7.375 x 4.625" (horizontal) | 3.625 x 4.625" | 3.625 x 2.5" |

## 2025 Buyer's Guide Rates & Specifications

- Rates include both print AND online

### Premium Print Placement (full page only)

|     | Back<br>Cover | Inside Front Cover | Inside Back Cover | Tab Divider |
|-----|---------------|--------------------|-------------------|-------------|
| 1X  | \$6,617       | \$6,537            | \$6,385           | \$5,735     |
| 4X  | \$6,243       | \$6,091            | \$6,005           | \$5,539     |
| 7X  | \$6,108       | \$5,900            | \$5,760           | \$5,313     |
| 13X | \$5,845       | \$5,630            | \$5,520           | \$5,042     |
| 20X | \$5,263       | \$5,073            | \$4,975           | \$4,632     |