

# WINE BUSINESS BUYER'S GUIDE 2026

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

## Unprecedented Opportunity to Gain Winery Customers

- **Existing customers may switch vendors:** Tariffs may impact the availability and price of products, causing wineries to look for new sources.
- **Times are tough, but opportunities are available:** The business for wineries located east of the Rockies remains resilient because they cater to local populations who value their presence as entertainment and agricultural venues. These wineries purchase packaging, production equipment, grapes, bulk wine and more.

## New Customers Emerging

- **Fastest Growing Regions are east of the Rockies.** The states with the most new wineries are VA, MI and PA.
- **These wineries are doing better than the wineries in CA, OR and WA.** These small- and mid-size regional wineries generate much of their revenue from the DTC channel, and much of their DTC traffic is local. They are outperforming some larger wineries that depend on the three-tier system or whose DTC business relies on tourism.

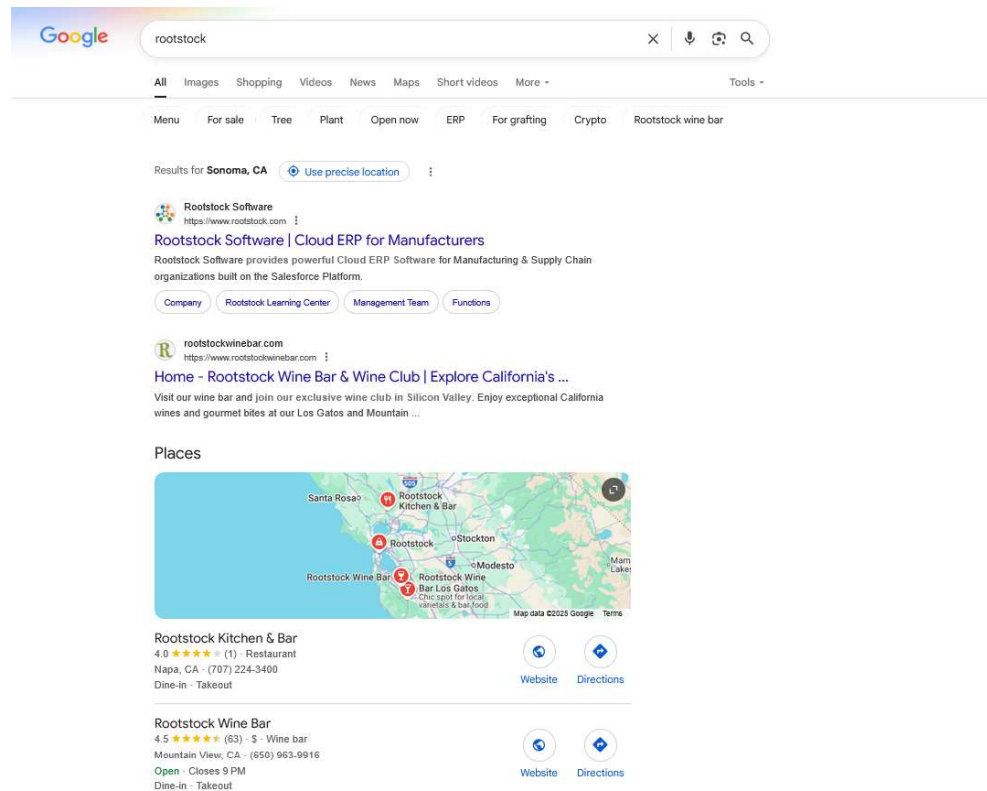
## How Will Wineries Find New Vendors?

**In-person meetings continue to be limited—and for regional wineries, often impractical.**

- Causing buyers to increase their use of directories, online and in print.
- However, **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

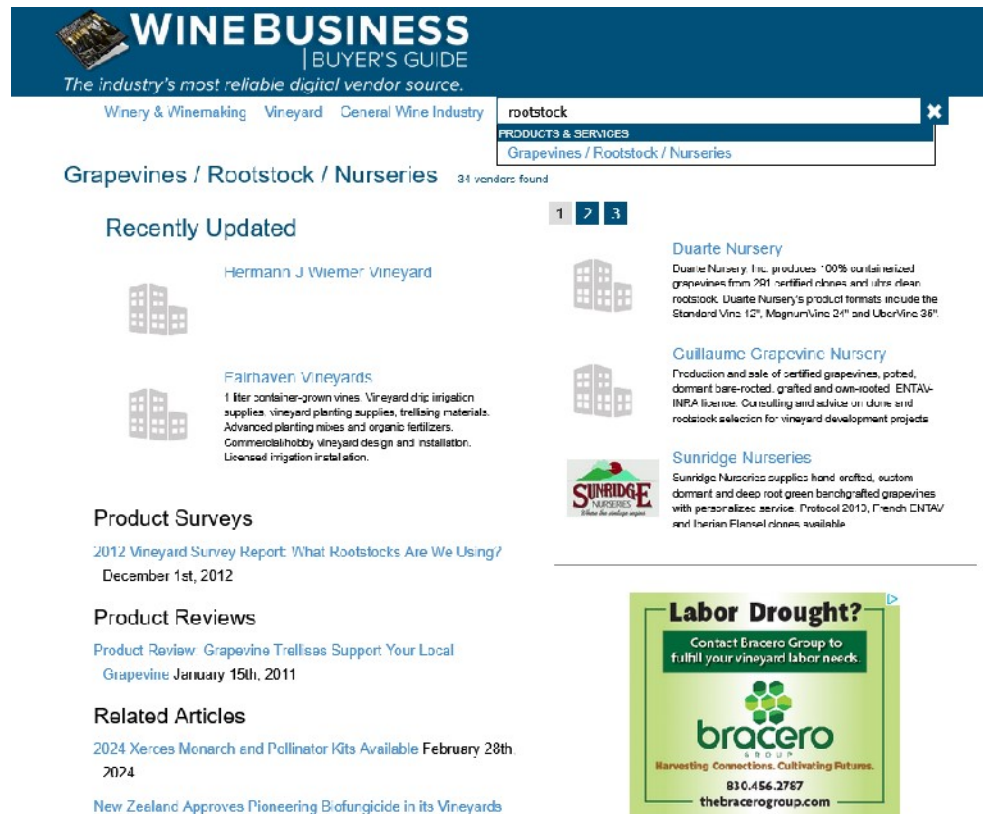


telephone: 707-940-3920 ~ 800-895-9463 • [www.winebusiness.com](http://www.winebusiness.com) • [www.wbbuyersguide.com](http://www.wbbuyersguide.com)

June 1, 2025

# WineBusiness Buyer's Guide

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



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

Winery & Winemaking Vineyard General Wine Industry

Search: **rootstock**

**PRODUCTS & SERVICES**  
Grapevines / Rootstock / Nurseries

**Grapevines / Rootstock / Nurseries** 31 vendors found

**Recently Updated**

**Hermann J Wiemer Vineyard**

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

**Duarte Nursery**  
Duarte Nursery Inc. produces 100% containerized grapevines from 201 certified clones and ultra clean rootstock. Duarte Nursery's product formats include the Standard Vine 12", MagnumVine 24" and UltraVine 36".

**Guillaume Grapevine Nursery**  
Production and sale of certified grapevines, potted, dormant bare-rooted, grafted and own-rooted. ENTAV-INRA license. 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 bench-grafted grapevines with personalized service. Protocol 2013, French ENTAV and Iberian Flanet 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

**Related Articles**  
2024 Xerces Monarch and Pollinator Kits Available February 28th, 2024  
New Zealand Approves Pioneering Biofungicide in its Vineyards May 18th, 2023

**Labor Drought?**  
Contact Bracero Group to fulfill your vineyard labor needs.  
**bracero**  
Harvesting Connections. Cultivating Futures.  
830.456.2767  
thebracergroup.com

# How Will Wineries Find New Vendors?

**Wineries will turn to the Buyer's Guide.**

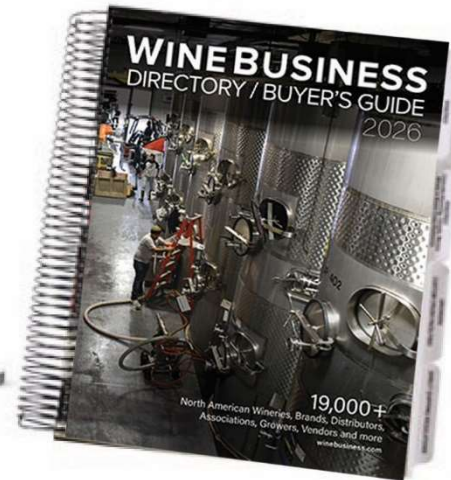
- **The only**
  - **curated**
  - **comprehensive**
  - **up-to-date and**
  - **wine-industry specific** list of vendors
- **Used by**
  - large, medium and small wineries (5,000+ cases)
  - in CA, OR and WA, as well as growing regions throughout North America

## 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 print edition of the 2025 Buyer's Guide

Abeja	Augusta Winery	Belle Joli Winery	Bravium Winery & Outlier Wine Co.
Ackley Brands	Avaline	Bellview Winery	Breaux Vineyards
Acumen Wine-Mountain Peak Vineyards	Avennia	Benmarl Winery	Brecon Estate Vineyards
Adam Puchta Winery	Ayres Vineyard	Bennett Lane Winery	Breitenbach Wine Cellars
Adelsheim Vineyard	B & C Winery	Benovia Winery	Brennan Vineyards
Adobe Road Winery	B Cellars Vineyards & Winery	Benton-Lane Winery	Brewer-Clifton
Airfield Estate Winery	B Nektar Meadery	Benziger Family Winery	Brian David Wines
Albatross Ridge	Bacchus Winemaking	Berryessa Gap Vineyards	Brick & Mortar/MSix Wine Group
Alexana Estate Vineyards & Winery	Backstage Winery	Betz Family Winery	Brick Barn Wine Estate
Allegro Winery	Bailey's Run Vineyard	Big Cork Vineyards	Bright Cellars
Alpha Omega Winery	Baldacci Family Vineyards	Bingham Family Vineyards	Brion Wines
Amavi Cellars	Balic Winery	Black Stallion Estate Winery	Brokenstraw Valley Winery
Amber Falls Winery & Cellars	Ballentine Vineyards	Blackbird Vineyards	Brutocao Cellars
Americana Vineyards & Wineries	Bally Keal Vineyards	Blanchard Family Wines	Brys Estate Vineyard & Winery
Amity Vineyards	Baltimore Bend Vineyard	Blenheim Vineyards	Buehler Vineyards
Anders-Lane Artisan Wines	Banshee Wines	Blind Horse Winery	Buena Vista Winery
Andretti Winery	Barnett Vineyards	Blue Sky Vineyards	Burntshirt Vineyards
AniChe Cellars	Barons Creek Vineyards	Blue Valley Vineyard and Winery	Buttonwood Grove Winery
Anthill Farms Winery	Barrel Oak Winery & Farm Taproom	Bluemont Vineyard	Buzzballz
Antinori Napa Valley	Beachaven Vineyards & Winery	Blustone Vineyards	Cade Winery
Appellations Cellar	Beans Creek Winery	Bob Cabral Wines	Caduceus Cellars & Merkin Vineyards
Aquilini Beverage Group	Bear Claw Vineyards & Winery	Boedecker Cellars	Cakebread Cellars
Arbor Crest Wine Cellars	Bear Creek Winery	Boeger Winery	Calera Wine Co.
Arcadian Winery	Beaucanon Estate	Bohemia Manor Farm	CaliPaso Winery
Archery Summit	Beaulieu Vineyard	Boisset Collection	Callaway Vineyard & Winery
Aridus Wine Co.	Beauregard Vineyards	BookCliff Vineyards	Cambria Estate Vineyards and Winery
Arizona Stronghold Vineyards	Beaux Freres	Booker Vineyard	Campos Family Vineyards
Armstrong Valley Vineyard & Winery	Becker Vineyards	Botham Vineyards & Winery	Canoe Ridge Vineyard
Arrington Vineyards	Beckmen Vineyards	Bouchaine Vineyards	Cape May Winery & Vineyard
Arrowhead Wine Cellars	Bedell Cellars/Corey Creek Vineyards	Boundary Breaks	Capitello Wines
Art+Farm Wine	Bel Lago	Bowers Harbor Vineyards	Caraccioli Cellars
Artifex Wine Co.	Bell Springs Winery	Boxwood Winery	Carboy Winery
Ashes & Diamonds Winery	Bell Wine Cellars	Boyden Valley Winery	Carlos Creek Winery
Aspirations Winery	Bella Grace Vineyards	Brady Vineyards	Carlson Creek Vineyard
Asti Winery	Bella Terra Vineyards	Brandborg Vineyard & Winery	Carlton Winemakers Studio
Attimo Winery	Bella Union Winery	Brander Vineyard	Carmel Road Winery
AuburnJames	Belle Fiore Winery	Brave & Maiden Estate	

# Buyer's Guide Reaches the New Potential Customers East of the Rockies

**In-person meetings continue to be limited—and for regional wineries, often impractical. But the Buyer's Guide reaches these potential new customers.**

- Over 40% of the Buyer's Guide distribution is outside of CA, OR and WA.
- The Buyer's Guide is sent to over 50% of the wineries outside of CA, OR and WA making 5K+ cases annually.
- Many of the wineries east of the Rockies will also access the Buyer's Guide online, providing further coverage of this market.

## 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 Print Edition	Basic Listing Spend up to \$1,500 in BG	Premium Listing 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 in the print edition	NO	YES

Premium  
Listing

Basic  
Listing

and premium tannin and flavanoid 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:** evOAK, trü/tan

**Products and Services:** Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: evOAK forward-thinking oak products and trü/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 24, 2025**

# 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.

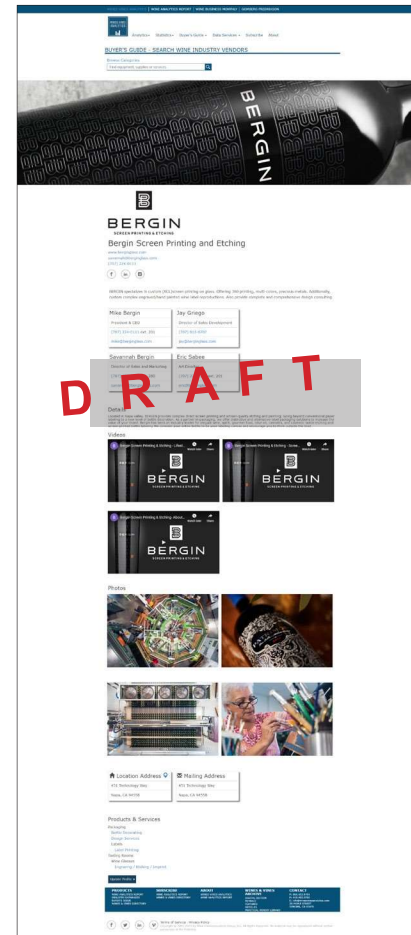
#### J Rettenmaier USA

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

**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 Co.**  
 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*.



## 2026 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>\$5,046</b>	<b>\$4,095</b>	<b>\$3,347</b>	<b>\$2,865</b>
	Black & White	\$2,858	\$1,809	\$1,025	\$925
<b>4x</b>	<b>4 Color</b>	<b>\$4,834</b>	<b>\$3,902</b>	<b>\$3,308</b>	<b>\$2,807</b>
	Black & White	\$2,608	\$1,609	\$913	\$813
<b>7x</b>	<b>4 Color</b>	<b>\$4,589</b>	<b>\$3,766</b>	<b>\$3,251</b>	<b>\$2,762</b>
	Black & White	\$2,343	\$1,429	\$861	\$761
<b>12x</b>	<b>4 Color</b>	<b>\$4,294</b>	<b>\$3,599</b>	<b>\$3,142</b>	<b>\$2,716</b>
	Black & White	\$2,021	\$1,313	\$761	\$716

### Trim Size 8½ x 10 7/8" (W X H)

#### Ad Sizes (W X H)

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) 8.625 x 11.125" (with bleed)	3.625 x 9.75" (vertical) or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

## 2026 Buyer's Guide Rates & Specifications

- Rates include both print AND online

### Premium Print Placement (full page only)

	Back Cover	Inside Front Cover	Inside Back Cover	Tab Divider
1X	\$6,816	\$6,733	\$6,576	\$5,907
4X	\$6,430	\$6,273	\$6,185	\$5,705
7X	\$6,292	\$6,077	\$5,932	\$5,472
12X	\$6,021	\$5,799	\$5,686	\$5,193