

Powered by Wine Business and Wines Vines Analytics



WINES & VINES 2023 BUYER'S GUIDE

**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 serving the wine industry

POWERED BY



How Will Wineries Find New Vendors?

- **In-person meetings are likely to be limited** for at least the next nine months – prime buying time for wineries.
- Because of the restrictions on in-person meetings **wineries will turn to the Buyer's Guide. The only**
 - **curated,**
 - **comprehensive,**
 - **up-to-date, and**
 - **wine industry specific** list of vendors

POWERED BY

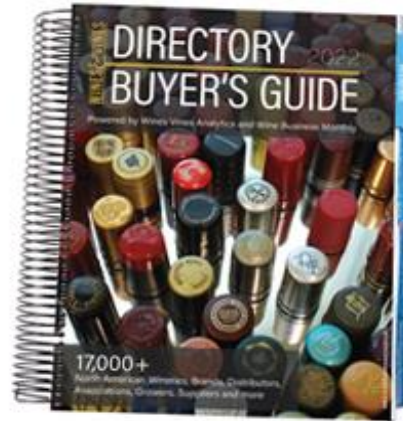


How Will Wineries Find New Vendors?

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 will be integrated into the newly re-designed winebusiness.com website, the leading website for the wine industry with over 150,000 unique visitors per month.



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

POWERED BY



A Partial List of Wineries that Received the 2022 Buyer's Guide

12th & Maple Wine Co.
Abbott Claim
Abeja
Adobe Road Winery
Airfield Estate Winery
Albatross Ridge
Alcantara Vineyard & Winery
Alexana Estate
Amapola Creek
Amber Falls Winery & Cellars
Amulet Estate
Aperture Cellars
Apolloni Vineyards
Arbor Crest Wine Cellars
Arcadian Winery
Archery Summit
Aridus Wine Co.
Arista Winery
Armida Winery
Arrington Vineyards
Arrowood Vineyards & Winery
Art+Farm Wine
Ashes & Diamonds Winery
Atlas Wine Co.
Au Bon Climat
Auburn Road Vineyards
Auburn James
Augusta Winery
Aurora Cellars
Austin Winery
Avennia
Axios Napa Wine
B Cellars
B R Cohn Winery
Bacchus Winemaking
Bailey's Run Vineyard

Baily Vineyard & Winery
Ballentine Vineyards
Banshee Wines
Barra of Mendocino
Beaucanon Estate
Beaulieu Vineyard
Beaux Freres
Beckmen Vineyards
Bedell Cellars
Bella Grace Vineyards
Belle Fiore Winery
Bello Family Vineyards
Bennett Lane Winery
Benovia Winery
Benton Family Wines
Beringer Vineyards
Berryessa Gap Vineyards
Betz Family Winery
Big Creek Vineyard
Black Dog Wine Co.
Blackbird Vineyards
Blanchard Family Wines
Blue Ridge Winery
Bluefield Estate Winery
Boedecker Cellars
Boeger Winery
Bonair Winery
Bonny Doon Vineyard
Bordeleau Winery
Borjon Winery
Bos Wine
Bouchaine Vineyards
Breaux Vineyards
Brecon Estate Vineyards
Brennan Vineyards
Brewer-Clifton

Brooklyn Winery
Brown Estate
Brutocao Cellars
Brys Estate
Buehler Vineyards
Buoncrisiani Family Winery
Burntshirt Vineyards
Butterducks Estate Winery
Buttonwood Grove Winery
Byington Winery & Vineyards
Cabana Winery
Cade Winery
Caduceus Cellars
Calera Wine Co.
CaliPaso Winery
Callaway Vineyard & Winery
Cameron Hughes Wine
Cannon River Winery
Canoe Ridge Vineyard
Cape May Winery & Vineyard
Caraccioli Cellars
Carboy Winery
Cardinale
Carlisle Winery & Vineyards
Carlton Cellars
Carneros Vintners
Carruth Cellars
Castle Creek Winery
Cave Ridge Vineyard
Cedar Ridge Vineyards
Celani Family Vineyards
Cellar Door
Center of Effort Wines
Chacewater Winery
Chalone Winery
Chanin Wine Co.

Chualar Canyon Winery
City Winery Hudson Valley
Clarksburg Wine Co.
Cliff Family Winery & Farm
Cliff Creek
Clos du Lac Cellars/Coelho Winery
Colene Clemens Vineyards
Comstock Winery
Continental Divide Winery
Cougar Vineyard & Winery
Covington Cellars
Coyote Moon Vineyards
Craft Wine Co.
Craig Stoller Collection
Cypress Bend Vineyards
Damiani Wine Cellars
Dana Estates
Dancing Coyote Wines
Darcie Kent
Day Wines
Deep Branch Winery
Deer's Leap Wine Co.
Denner Vineyards
DeVault Vineyards
Disruption Wine Co.
District Winery
Division Winemaking Co.
Domaine de Broglie
Domaine Roy et Fils
Donelan Family Wines
Donkey and Goat
Doubleback
Driftwood Wine Cellars
Durst Winery & Estate

POWERED BY



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.**

POWERED BY



Advertising in Buyer's Guide

-- Print Benefits

Buyer's Guide Print Edition	Basic Listing Spend up to \$1,000 in BG	Premium Listing Spend over \$1,000 in BG
company name	•	Bold Company Name
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

Reserve Now! Deadline is October 14, 2022

and premium tannin and flavanols our 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, sblancas@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, trūtan

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 trūtan enological tannins.

Premium Listing

Basic Listing

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) 971-8280, **Company Office:** Corvallis, Minn.

POWERED BY



Advertising in Buyer's Guide -- Online Benefits

Logo Added to Listing in Search Results

- Spend \$1,000+ 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



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

online

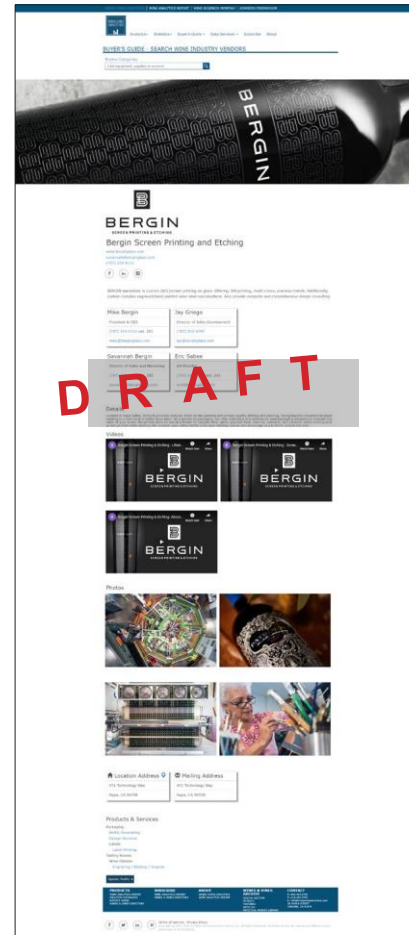
POWERED BY



Advertising in Buyer's Guide -- Online Benefits

Enhanced Profile

- Spend \$1,000+ 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



POWERED BY



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 Wine Business, the wine industry's leading information provider.** Promotions encouraging wineries to turn to the Buyer's Guide will run
 - in *Wine Business Monthly* magazine,
 - in the *Daily News Email* and
 - on *winebusiness.com*.

POWERED BY



2023 Rates & Specifications

– rates are for package of both print AND online ads**

Ad Rates

Frequency		full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
1x	4 Color	\$4,530	\$3,808	\$3,675	\$3,005	\$2,572
	Black & White	\$2,565	\$1,855	\$1,624	\$920	\$536
4x	4 Color	\$4,339	\$3,687	\$3,502	\$2,970	\$2,520
	Black & White	\$2,341	\$1,624	\$1,445	\$820	\$488
7x	4 Color	\$4,120	\$3,547	\$3,381	\$2,919	\$2,479
	Black & White	\$2,103	\$1,508	\$1,283	\$773	\$447
13x	4 Color	\$3,854	\$3,404	\$3,230	\$2,820	\$2,438
	Black & White	\$1,814	\$1,358	\$1,178	\$683	\$400
20x	4 Color	\$3,456	\$3,027	\$2,895	\$2,531	\$2,190
	Black & White	\$1,624	\$1,260	\$1,057	\$620	\$352

Ad Sizes (W X H)

WBM File Format: .PDF is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals. We can use your ad that ran in Wine Business Monthly

Online is standard IAB 300x250 ad.

**Ads priced above \$1,000 include online ads

	full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
	7.375 x 9.75" (inset) or 8.625 x 11.125" (with bleed)	5.5 x 7.125"	3.625 x 9.75" (vertical) or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

2023 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	\$6,118	\$6,044	\$5,903	\$5,302
4X	\$5,772	\$5,631	\$5,552	\$5,121
7X	\$5,647	\$5,455	\$5,325	\$4,912
13X	\$5,404	\$5,206	\$5,104	\$4,662
20X	\$4,866	\$4,691	\$4,600	\$4,283

POWERED BY

