



Oregon Wine Symposium



WORKING IN YOUR BACKYARD:

Strategies for Successful Distribution in Oregon

SOLÉNA

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MEET YOUR PANEL!

- GALAXY WINES: Danielle Ball
- LANDMASS WINES: Malia Myers & Melaney Schmidt
- NEW SEASON'S MARKET: Greg Reiter
- SOLENA ESTATE: Jessica Endsworth





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I. TIPS FOR WORKING THE BACKYARD

Jessica Endsworth – Solena Estate

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HOW DO WE GET MORE OREGON ACCOUNTS TO SELL MORE OREGON WINE?



TO BE RELEVANT, YOU HAVE TO SHOW UP!

- Tough to sell wine or make a meaningful relationship from your desk.
- Get out there and visit the accounts that **CURRENTLY CARRY** your wine.
- Deplete, deplete, deplete - buy a bottle, take your distributor to lunch.
- Say thank you!
- Give & take is key. Honor partnership. Don't be in a one-sided relationship.

DON'T FORGET ABOUT THE ACCOUNTS THAT HAVE BEEN FAITHFULLY SUPPORTING YOU & ONLY PURSUE NEW ACCOUNTS.

- New Accounts Sold are essential to our growth, but not at the expense of those who have been serving our brands for a long time. You have to balance both.
- Make those placements the MOST productive they can be and acknowledge the work of the sales person who has kept it moving.

PULL THE REPORT, ANALYZE THE DATA

THE FIRST STEPS:

1. Pull your Oregon depletion report from your distributor for the year **2025** (Doing this quarterly is a good practice.)
2. Sort the accounts by volume/sales and by premise (on and off).
3. Pick the top 10 accounts that sold your wines in BOTH on and off premise.
4. **GO VISIT THEM!**
Have lunch, dinner, buy some wine and say thank you. No "asks" - just thanks.

STUMPTOWN
GRATITUDE BLITZ





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II. SUCCESS IN RETAIL

Greg Reiter – New Seasons Market

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NEW SEASONS
MARKET

GREG REITER

Wine & Beer Program & Category Manager



Understand the business to help see the retail opportunities: Market position (ie, NSM vs. Fred Meyer vs. Liner & Elsen), customer base, product mix / product & category need, price spread, promotional strategy / opportunity, timelines, etc.

The logo for Fred Meyer, featuring the words "Fred Meyer" in a bold, red, sans-serif font.



The logo for Zupan's Markets, featuring the words "ZUPAN'S MARKETS" in a black, serif font, with "ESTABLISHED 1975" in a smaller, black, sans-serif font below it, all contained within a white rectangular box with a black border.

COMMUNICATION IS KEY

New items, price changes, pricing opportunities, out-of-stocks, potential service issues, etc. Being kept in the loop on opportunities, challenges, and products gives us the ability to solve for a solution or take advantage of an opportunity from the retail side. Communication should also be timely and complete.



APPROACH WITH IDEAS, NOT NEED



We have a much easier time working with and supporting brands and distributors who bring us ideas, promotions, and opportunities than those who approach us with just a general desire to sell more. Without question, brands who work to engage with our staff and customers do better in our stores and create more sales opportunities.

WORK FROM THE CUSTOMER'S PERSPECTIVE

In retail especially, we have to look at our business from the customer's perspective, so it's important to understand that the visual of the item and the package is almost as important as what's in the bottle. Details matter.

Tell YOUR Story!





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MASTERING SELF-DISTRIBUTION

Melaney Schmidt and Malia Myers - Landmass Wines

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Landmass has been self-distributed in the Portland Metro area since 2019.

In 2025 we distributed **3,050 cases** to **152 wholesale stores**.

Disclaimer:

**Self-distro is not for
the faint of heart.**

But! It can have major benefits for small businesses.

How has Landmass been so successful at Self-Distro?

It all started way before we even started making wine...

Melaney and Malia were primed to excel at distribution because we have a lot of expertise in the sales and distribution arena **Pre-Landmass.**

Melaney was a wine **BUYER** in Los Angeles - which helped shape how she wanted Landmass to be perceived as well as **how we price and position certain wines depending on our placement goals.**

Malia worked in specialty coffee, specific to wholesale **grocery.** She understands **what stores NEED to function** - which translates into **healthy and trusting relationships with accounts.**

A simple rubric we use and refer to regularly:

The Landmass
FOUR S's
for successful
self-distribution:

The Landmass four S's: You Must

1. Socialize

2. Specialize

3. Strategize

4. ?

1. Socialize

THE best way to tell your story is to ... tell it in person.

Stop in, meet your buyers, be your authentic self.

This can be scary and may take many, many visits before an order is placed.

Spend real time to get real results. Show up. But! Remember the buyer's time is valuable and **they're working**. Don't overwhelm them.

SOCIAL Media

Use it - it's FREE(ish)

Connect with people about things they care about

Try
This:



“cute dog!”

evokes a
warmth and
genuine
human
connection

NOT THIS



“My wine is so
good you
should put it on
your list”

Build true relationships with people to leave your mark in an authentic way that isn't *always* about selling

2. Specialize

What brand is this?



2. Specialize

What brand is this?

No one knows!

This look and feeling are extremely generic. If your brand looks and feels like everyone else how do you expect to stand out?

2. Specialize

Landmass is an **all-woman team**, a couple, young*, **queer**, **BIPOC** (Malia) who focus on approachable **sparkling** wines.

Find consumers who resonate with you, and you with them in LIFE - not just buying habits.

Because the landscape of buyers is changing - meet them where they are.

3. Strategize - What is your goal?

BTG? Then price accordingly.

Cold Box? Reachability (products that a broad swath of consumers will enjoy)

Specialty Stores? Offer support - tastings, education, etc.

3. Strategize - What is your goal?

If you don't have relevant wine industry experience...

then OBSERVE the industry around you.

Look at what brands are in the cold box, what the wines sell for, and strategize your next move.



The Final

S

4. Sacrifice

Sacrifice #1: Self-distribution requires your

TIME

Are you willing to give that up?

4. Sacrifice

Sacrifice #2: Self-distribution requires SELF

Are you willing to give that up?

What do you have more of?



What do you have more of?

If the answer is **TIME**, self-distribution can help generate higher profit margins and help you feel truly connected to the market.



If the answer is **MONEY**, hire a sales rep that truly believes in your product and who can represent your brand and image in a thoughtful way.

OTHER THINGS TO CONSIDER

You will need:

Reliable Transportation

Printer

Decent internal bookkeeping 🤗

Somewhere to store your wine

A willingness to check your email regularly. Like, A LOT

An understanding that you are always on display - no road rage (Melaney)!

Business assets - business cards, print and digital sales sheets

IS THE MATH MATHING?

1. If you sell **1,000 cases** using self-distribution for a \$16 bottle:
 $\$16 \times 12 \text{ bottles} \times 1000 \text{ cases} = \$192,000$

Cost to produce (average) is \$7
 $\$7 \times 12 \text{ bottles} \times 1000 \text{ cases} = \$84,000$

Net profit = \$108,000

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2. If you sell 1,000 to distribution and your distributor uses a 30% margin \$16 becomes \$11.20
 $\$11.20 \times 12 \text{ bottles} \times 1000 \text{ cases} = \underline{\$134,000}$

Cost to produce if average is \$7
 $\$7 \times 12 \text{ bottles} \times 1000 \text{ cases} = \$84,000$

Net profit = \$50,400

IS THE MATH MATHING?

Just remember - money can not be the only thing driving your interest in self-distribution.

Use the Four S's to help you decide if this is a path you see success in.

SOCIALIZE - SPECIALIZE - STRATEGIZE - SACRIFICE

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SOCIALIZE - SPECIALIZE - STRATEGIZE - SACRIFICE

And please....

Remember to enjoy it.





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IV. Effective Distributor Partnership

How to add value in support of your brand goals in a crowded market
Danielle Ball – Galaxy Wines

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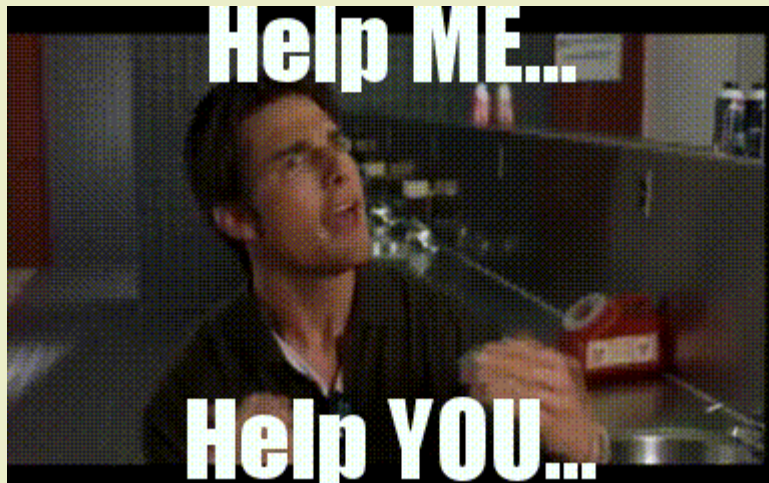


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Keep in Mind:

- We have a lot of mouths to feed
- We want to do a good job for you
- Provide consistent, clear communication to guide our management of your brand



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Define What Success Looks Like

- What are your goals and top priorities for the year?
- What is your target channel mix?
- Which key accounts are “must get” for you?

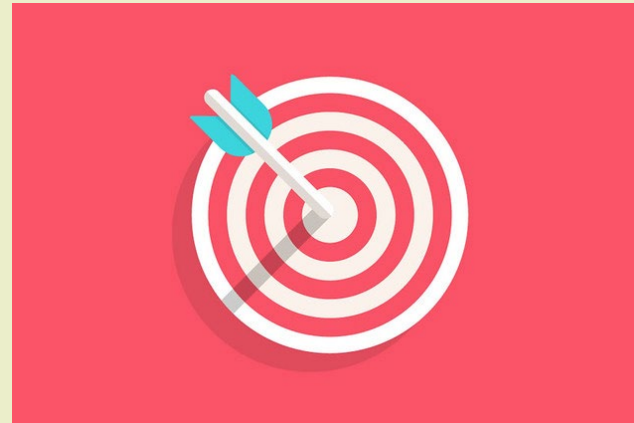


And provide the tools needed to achieve

- Reviews with brand manager at least twice a year
- Send inventory updates and release calendars regularly
- Price your wines for the current market and your competitive set

Work the Market with a Rep

- Book as far in advance as possible—6 months ahead is not too much
- Space is limited; anticipate only one market work day with a rep per year
- Consider outer markets—stickier placements with less competition can be lucrative
- You are not only selling to the account—you are building a brand champion in the sales rep.
- Stay connected to the team—
 - follow up after the market day
 - invite a rep or two to coffee



Work the Market Solo

- But not in isolation—talk to your brand manager for target account ideas and pricing/programs to offer. Don't go rogue on pricing!
- Know buyers consider your time in front of them your distributor's time in front of them.
 - Check in w/the rep before and after you see their account
- Spend money in accounts—support the accounts you want to support you
- Take notes in the moment—share with your distributor for follow up
- **Send Thank You Notes**
 - Email is fine, handwritten is better.





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V. HANDFUL OF PRO TIPS

Jessica Endsworth – Solena Estate

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IF YOU BRING A BOTTLE, BUY A BOTTLE...

It is wonderful to share your wines with the account, but not at the expense of them losing money on your visit. Be hospitable. Share and buy.

PRO TIPS

PRO TIP 1

Leave a bottle of wine, your business card and a thank you card for the buyer.

PRO TIP 2

Share a meal. Make it a collaborative effort with your distributor. Invite the rep and manager to lunch or dinner. Don't forget about them!

PRO TIP 3

Deplete. Buy a bottle of Oregon wine & share it.

OFFER YOUR SUPPORT

What does the account need?

- Staff training, shelf talkers, tech sheets.
- INVITE THEM TO VISIT YOUR WINERY

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IF YOUR WINE TAKES UP REAL ESTATE ON A WINE LIST OR SHELF, IT NEEDS TO GENERATE PROFIT.

Be an asset. Find ways to make your wine irreplaceable. Show up. Buy a bottle. Do a staff training. Do a demo. Communicate with your distributor.

POSITIVELY USE SOCIAL MEDIA TO OFFSET NEGATIVE IMPRESSIONS

SHINE A SPOTLIGHT

Take photos—the food, the wine, the menu, your favorite server, the rep, the buyer. Tell the story. Your words and images have power—use them to highlight what makes these places special.

HASHTAGS

#SUPPORTPORTLAND
#PORTLAND

ACCOUNT TAGS

@TRAVELOREGON @TRAVELPORTLAND
@WVWINES @OREGONWINEBOARD

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GRATITUDE BLITZ



Portland has never been "on fire" or "war torn."

Portland is not a "dangerous city." It is experiencing the same issues as many other cities in the US.

How are we helping to dispel these myths? Shine on what IS working & magical!

SUPPORT YOUR CITY! IT'S EARNED IT.

Portland has seen so many challenges in these past years. We have watched our most beloved places close.

But for those businesses who weathered the storm and survived. They deserve your support, your dollars, your love and your patronage. Get out there regularly and help revive your city!

GO DEEPER & BE THE CHANGE YOU HOPE TO SEE

- Rediscover your city. Book a hotel stay, see a show, treat yourself to a manicure, go shopping, try a new restaurant, grab coffee, take a friend to lunch, museum, or your favorite wine bar, stroll through a park. Every outing is a chance to support Portland.
- ENJOY YOUR TOWN. SUPPORT LOCAL & LOUDLY. Share it! Post it. Love it. Celebrate what IS WORKING in Portland and let your followers see the joy and vibrancy that still lives here.
- Give love back to the city and to the accounts that help your business grow. Collaboration fuels momentum.

THANK YOU & GO HAVE SOME FUN!!

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Jessica Endsworth
VP of Education & On Premise Sales
NW Wine Co.

