

Oregon Wine Landscape

Oregon Wine Symposium

2/20/18

Oregon Landscape

Change is upon us.....

- ▶ Population growth doesn't mean category growth
- ▶ Nielsen's
 - ▶ Economy, Popular, Premium \$5-11 all down
 - ▶ Super Premium, Luxury \$11+ all up
 - ▶ Oregon is healthy +12%
 - ▶ Drinking less but better
 - ▶ Alternative packing is driving 100% of wine growth
- ▶ Spirits, Beer, Marijuana
- ▶ "Brick and Mortar"
- ▶ Direct to Consumer
- ▶ E-Commerce
 - ▶ Drizzly, Uber Eats, Post Mates, Click List

What does that mean for you?

- ▶ What are your goals? What do you want to be?
- ▶ What's your price point?
- ▶ What's your investment in people on the street?
- ▶ Do you have a marketing plan/resources
- ▶ Limited SKU count?
- ▶ Do you have/need/want chain presence?
 - ▶ 75% of states volume is done here
- ▶ Alternative Packaging options like never before
- ▶ What's your point of difference