



**Exploring Distribution:  
Panel Discussion & Round Table**

Presented by:

**Edwin Martinis**  
General Manager





### **Come Prepared:**

- Blueprint/Outline of Year
- Priority Wines
  - Agreeable Quantities & SKU's
- Marketing Programs

### **Active/Engaged**

- Open Communication
- Coordinated & independent Market Work
- Participation in Community Events
- Engage with Buyers past point of sale

### **Proactive Support**

- Consumer Tastings
- Staff Trainings
- Sample Support

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