

# PW

# PRactical WINERY & VINEYARD

SEPTEMBER/OCTOBER 2009

**30 years  
of service**

*Carbon footprints of  
vineyard operations*

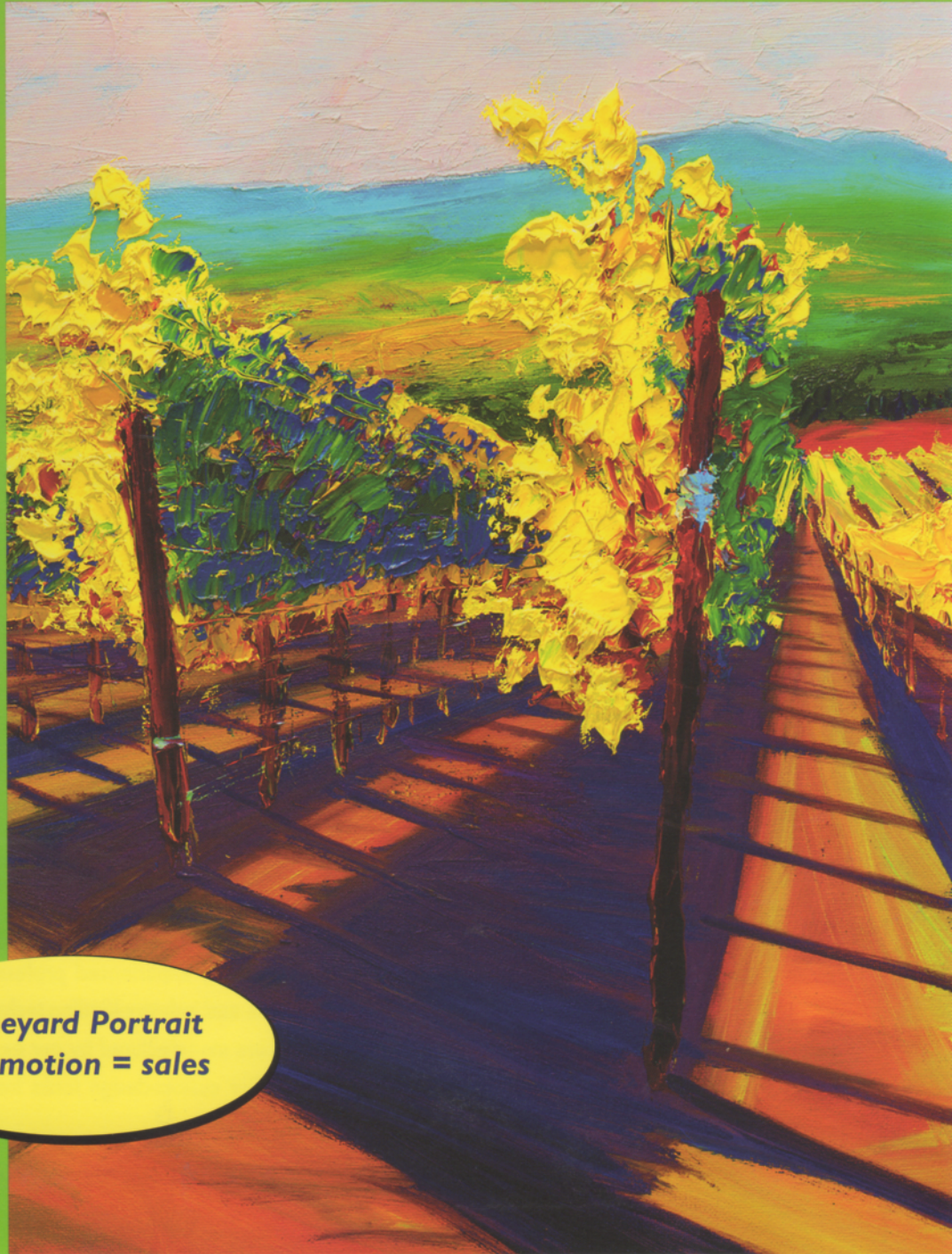
**BOTTLING SERIES —**  
*Preventing oxygen ingress  
Impact of oxygen levels*

**SMART VITICULTURE**  
*Grape prices,  
wine quality*

*Key elements  
winery e-commerce*

**SHOWCASE  
PROFESSIONAL SERVICES**

**Vineyard Portrait  
promotion = sales**



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## CASE STUDY

# Innovative co-branding and promotional program

An interview with Eva Bertran (Executive Vice President at Gloria Ferrer Caves & Vineyards, Sonoma, CA)

**Q: What did you actually buy with artist Ann Rea's Vineyard Portrait program?**

**A:** We bought custom fine art merchandise including oil paintings created of and in our vineyards. Our first order included 100 collectible signed Exclusive Edition framed and unframed giclée (zhee-clay) fine art prints and 500 note cards. We bought the items from Ann at wholesale prices, and sold them at retail in our tasting room. I believe we were one of Ann's first clients in late 2004.

**Q: What is the promotional value of the Vineyard Portrait program?**

**A:** Conventional advertising and promotion is temporary and it is costly. Through collectible fine art, we gain a permanent place in our customer's homes and hearts, and we profit. The lasting value of art is that it can create an emotional connection.

**Q: How much did this program cost and what is your current profit?**

**A:** Our initial investment was about \$2,000. We have received over \$6,000 in profits selling the prints and gift merchandise. We also used some items as special promotional gifts.

**Q: Did you pay for Ann's labor or just the wholesale merchandise?**

**A:** No, we did not pay for her labor, travel, or lodging expenses. In exchange, however, we agreed to assist Ann Rea in selling the original field studies painted at our vineyards at our events and in our tasting room. In 2005, we also had an exclusive exhibit of her work at the winery, and an opening.



Giclée print titled "Glory Vines – Carneros," painted at Gloria Ferrer, was one of Ann Rea's first vineyard series paintings. © Ann Rea.

**Q: What is the current sales agreement for the Vineyard Portrait program?**

**A:** Ann has tiered-pricing with the custom merchandise tied to the sale of her paintings:

Tier 1: Ann Rea, Inc. provides the winery \$5,000 of custom merchandise at wholesale prices featuring one image of a vineyard. The winery provides assistance in the sale of \$5,000 or more in paintings or custom commissioned paintings.

Tier 2: Ann Rea provides \$10,000 in merchandise featuring up to three images. The winery helps to sell \$10,000 worth of paintings.

Tier 3: \$20,000, six images, sales total of paintings.

Tier 4: \$30,000, 12 images, sales total of paintings.

**Q: Did you tell Ann what and where to paint?**

**A:** No, that can only come from the artist. It is like hiring someone to write a commercial jingle or hiring an artist to compose a symphony. We would not want to interfere with this.

Mike Crumly, our VP of vineyard operations, took Ann on a vineyard tour to areas visitors do not see and showed her some of his favorite spots. Ann came back several times, and chose what to paint and from where.

**Q: Is the Gloria Ferrer logo on the fine art prints?**

**A:** No, Ann handwrites our name when she signs and titles a print. It is not meant to be commercial — that would take away from its value as collectible fine art. (We also sell in our tasting room several Michael Schwab posters with our logo.) In 2006, to commemorate the 20th anniversary of the opening of the winery, we asked Ann to create and emboss a "20th Anniversary" seal on the special prints. They were gifts to Southern Wine & Spirits executives and key people that have contributed to the success of Gloria Ferrer.

**Q: What was your involvement in this process? How long did it take?**

**A:** Not much involvement. When the series was completed, with Ann's