

# WINES & VINES

## Distributor Market Service



Distributor Market Service (DMS) puts hard to find distributor information at your fingertips via an easy-to-use, online database. DMS allows users to search for distributors and view the wineries they represent, including winery production size, average bottle price, and winery location.

By utilizing Distributor Market Service, wineries can analyze the wholesale marketplace and make the right business decisions before entering a new market. Wineries can also use the database to identify alternatives to current distributors who are not giving them significant attention.

Information provided is from two sources, the Wines Vines Analytics distributor database and the Wines Vines Analytics winery database. These data sources are tightly linked and data is updated monthly.

For each market area, wineries can be viewed at a winery or parent level (Example: Robert Mondavi or Constellation). Distributors are also linked to their parents, so you could view all Southern Wine & Spirits affiliates as a group.

### Key Functionality:

- View distributors and the wineries they represent in each US state.
- Identify potential distributors based on the demographics of their portfolio.
- View production size, average bottle price and location of wineries in distributor portfolios.
- Easily retrieve data for analysis using the menu driven, online interface with export capabilities.
- Database can be accessed anywhere there is internet access, on any device.

### Search and Report Capabilities:

- Search by specific distributor to pull up contact information and winery portfolio
- Search by state
  - Select one or more states
  - See all distributors operating in the state and access their portfolios
  - See the wineries distributing in the state
- Generate Summary Reports my market or distributor to get profile summaries: count of wineries by winery size, average bottle price, and winery region
- Search by Specific Winery or Peer Group of Wineries
- Search by Winery Profile:
  - Select Attributes from Winery State, Winery Region, Winery County, Winery Size, Average Bottle Price, and/or Varietals.
  - Choose the state or states to search in, and choose if you want to see distributors who represent wineries matching your selection, or distributors who do not represent wineries matching this profile.

### Distributor profiles include:

- distributor addresses with contacts, emails and phone numbers
- corporate linkage between distributors and their parent organizations
- wineries currently represented by the distributor, including brands
- annual case production, average bottle price, and location of each winery

**Access:** Access is subscription based. There is a yearly subscription fee which is tiered based on winery size. Subscription includes access for up to 5 users at a company.

**Contact Caitlin Dezzani Taylor with any questions or to schedule a Demo.**

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