

Powered by Wines Vines Analytics and Wine Business Monthly



# WINES & VINES 2022 BUYER'S GUIDE

**Connecting Wine Industry Buyers & Sellers  
at the Point of Purchase -- in Print and Online.**

# Unprecedented Opportunity to Gain New Winery Customers

- Severe economic disruption over the past 18 months has meant large staff turnover within vendors serving the wine industry -- as well as vendors merging or even going out of business
- These changes in vendor company status and personnel will cause many wineries to look for potential new vendors.

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# How Will Wineries Find New Vendors?

- Holding In-person meetings and tradeshow has been nearly impossible in the past 18 months, and is likely to be limited for at least the next nine months – prime buying time for wineries.
- Because of the restrictions on in-person meetings **wineries will turn to the only curated, comprehensive, up-to-date, wine industry specific** list of vendors: the Buyer's Guide
- Advertisements and promotions encouraging wineries to turn to the Buyer's Guide will run in *Wine Business Monthly* magazine, in the Daily News Email and on the winebusiness.com website.

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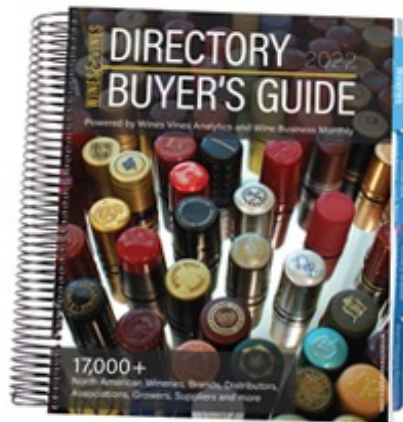


# How Will Wineries Find New Vendors?

Some wineries buyers will want to research their purchases in print, others will want to do their research online. The Buyer's Guide is available in both mediums.



**The online version** of the Buyer's Guide will be integrated into the newly re-designed winebusiness.com website, the leading website for the wine industry with over 150,000 unique visitors per month.



**The print version** of the Buyer's Guide will be mailed to over half of US wineries producing at least 5,000 cases annually.

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# A Partial List of Wineries that Received the 2021 Buyer's Guide

A Rafanelli Winery & Vineyards  
A S V Wines

A To Z Wineworks  
A X R Napa Valley  
Madrone Vineyard

Abacela  
Adams County Winery

Adelaida Vineyards & Winery  
Adelsheim Vineyard  
Adirondack Winery

Akash Winery & Vineyard  
Alba Vineyard

Alexander Valley Vineyards  
Allegro Winery  
Alma Rosa Winery & Vineyards

Alpha Omega Winery  
Amigoni Urban Winery

Anaba Wines  
Ancient Peaks Winery  
Andis Wines

Andrew Murray Vineyards  
Andrew Peller

Antica Napa Valley  
Anyela's Vineyards  
Argyle Winery

Artesa Vineyards & Winery  
Asti Winery

Atwater Estate Vineyards  
Aubert Wines  
August Hill Winery

B N A Wine Group  
Badger Mountain

Balboa Winery  
Baldacci Family Vineyards  
Balletto Vineyards & Winery  
Barboursville Vineyards

Bargetto Winery  
Barnard Griffin Winery  
Barnett Vineyards  
Bear Creek Winery  
Bell Mountain Vineyards  
Bell Springs Winery  
Bella Vineyards & Wine Caves

Bending Branch Winery  
Benton-Lane Winery  
Benziger Family Winery  
Bergstrom Winery  
Bernardus Vineyards & Winery  
Bethel Heights Vineyard  
Bevan Cellars  
Bianchi Winery & Tasting Room

Biltmore Estate Winery  
Black Ankle Vineyards  
Black Stallion Estate Winery  
Blue Rock Vineyard  
Bluestone Vineyard

Bogle Vineyards  
Boisset Collection

Bokisch Vineyards  
BookCliff Vineyards  
Booker Vineyard

Bookwalter Winery  
Boordy Vineyards

Bowers Harbor Vineyards  
Brack Mountain Wine Co.  
Brandborg Vineyard & Winery

Brian Carter Cellars  
Brick Barn Winery

Bridlewood Estate Winery  
Broadley Vineyards  
Broken Earth Winery  
Bronco Wine Co.

Brooks Wines  
Brown County Wine Co.  
Bryn Mawr Vineyards  
Buckingham Valley Vineyards  
Bully Hill Vineyards  
Buttonwood Farm Winery  
C Mondavi & Family

Cain Vineyard and Winery  
Cairdeas Winery  
Cakebread Cellars  
Calcareous Vineyard  
Camarillo Custom Crush

Canandaigua Winery  
Cardwell Hill Cellars  
Carhartt Winery

Carneros Hills Winery  
Carol Shelton Wines

Casa Barranca Wines  
Cass Wines  
Castello di Amorosa

Castoro Cellars  
Cave B Estate Winery

Caymus Vineyards  
Chamisal Vineyards  
Chappellet Winery

Charles B Mitchell Vineyards  
Chateau Chantal

Chateau Grand Traverse  
Chateau Montelena Winery  
Chateau St. Croix Winery

Chateau St. Jean Winery  
Childress Vineyards

Chrysalis Vineyards  
Cinder  
Cline Cellars  
Clos Du Bois

Clos Du Val Wine Co.  
Clos LaChance Winery  
Clover Hill Vineyards & Winery  
Colterris Wines  
Columbia Crest Winery  
Columbia River's Edge Winery  
Conn Creek Winery

Conneaut Cellars Winery  
Constellation Brands  
Cooper's Hawk Winery  
Copa di Vino/Quenett Cellars  
Copper Cane Wines

Coquelicot Estate Vineyard  
Cougar Crest Estate Winery  
Covenant Wines

Coventry Vale Winery  
Crew Wine Co./Matchbook

Crimson Wine Group  
Cristom Vineyards  
Cru Wine Co.

Cuvaision Estate Wines  
Dablon Winery & Vineyard

D'Alfonso-Curran Wines  
Danza del Sol Winery  
DAOU Vineyards

Darioush Winery  
Dashe Cellars

Davis Estates  
Dehlinger Winery  
Del Dotto Vineyards

Delicato Family Wines  
DeLille Cellars

Diageo Chateau  
& Estate Wines

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# Wineries will be Searching the Buyer's Guide -- How will They Find Your Company?

- Many product categories in the Buyer's Guide have more than 40 companies listed
- Stand out from your competition and get your company's product and message in front of winery buyers as they research their purchases by advertising in the print and online versions of the Buyer's Guide.

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# Advertising in Buyer's Guide

## -- Print Benefits

Buyer's Guide Print Edition	Basic Listing Spend up to \$1,000 in BG	Premium Listing Spend over \$1,000 in BG
company name	•	<b>Bold Company Name</b>
address	•	•
phone number	single phone number	multiple phone numbers
website	•	•
full contact detail		•
employee detail		•
brands sold		•
company summary		•
*guaranteed to be in the print edition	NO	YES

**Reserve Now! Deadline is October 15, 2021**

and premium (text and financial) our sensory profiles delivered through an array of product formats worldwide.

### OAK SOLUTIONS GROUP

**Contact(s):** Paul Abbott, Oak Solutions Spec., CA Central Valley, Central Coast, pabbott@oaksolutionsgroup.com, (707) 480-1507; Kyle Sullivan, Dir. Sls., Int'l., ksullivan@oaksolutionsgroup.com, (707) 287-8555; Amy LaHue, Oak Solutions Spec., Eastern United States, alahue@oaksolutionsgroup.com, (573) 442-9717; Derek Sanchez, Tech. Sls. Mgr./Wine Chemist, Int'l., dsanchez@oaksolutionsgroup.com, (707) 259-4988; Stephanie Blancas, Oak Solutions Spec., CA, OR, WA, sblancas@oaksolutionsgroup.com, (707) 259-4988  
2557 Napa Valley Corporate Dr, Ste D, Napa, CA 94558

**P:** (707) 259-4988 **F:** (707) 255-5952

**E:** info@oaksolutionsgroup.com

**W:** oaksolutionsgroup.com

**Brands Sold:** évOAK, trū/tan

**Products and Services:** Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: évOAK forward-thinking oak products and trū/tan enological tannins.

Premium Listing

Basic Listing

### OAK WISE

809 Black Diamond Way, Lodi, CA 95240

**P:** (209) 224-5353 **F:** (209) 625-8953

**W:** oak-wise.com

### OENOFRANCE USA, LLC

**Contact(s):** Fabien Machard, Reg. Mgr. - USA, Oregon - Mendocino - Temecula - Paso Robles, fmdg@oenofranceusa.com, (707) 971-8271, (707) 224-2222; **Company Office:** Seattle, WA

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# Advertising in Buyer's Guide

## -- Online Benefits

### Logo Added to Listing in Search Results

- Spend \$1,000+ in the Buyer's Guide and receive a FREE upgrade to your company's presence in the Buyer's Guide online
- Your logo will be included in your listing on the search results page, making sure your Brand stands out.

Enhanced – logo and extended copy

Standard listing (free) – no logo, limited text



**Seguin Moreau Napa Cooperage**  
Barrels in Bordeaux and Burgundy shapes and larger formats: French, American, European and Russian oak. Wood for ICÔNE barrels is selected on chemical composition and targeted to specific results. Oak tanks, plus a range of oak alternatives products.



**Tonnellerie Radoux USA**  
Radoux manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radoux's proprietary Oakscan® technology is now applied to both barrel and oak for enology products.

**J Rettenmaier USA**  
Vitacel filter aid is a crystalline silica-free, biodegradable, pure cellulose replacement for DE

online

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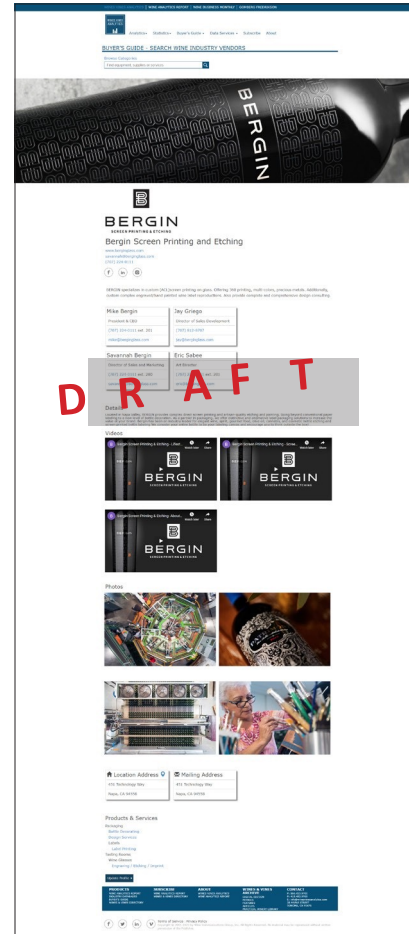




# Advertising in Buyer's Guide -- Online Benefits

## Enhanced Profile

- Spend \$1,000+ in the Buyer's Guide and also receive a FREE upgrade to your Online Business Profile which enables you to showcase your products in the most advanced way possible.
- An Enhanced Online Business Profile can include:
  - ~ A hero banner showcasing products or brand
  - ~ Multiple contact information
  - ~ Marketing materials
  - ~ Videos
  - ~ Product photos
  - ~ Social media handles



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# Advertising in the Buyer's Guide

- For one price, get your message in front of wineries as they research purchases -- in print and online.
- Receive year-round exposure: the Buyer's Guide print edition is referenced the entire year. And your ad will be available in our Buyer's Guide Online year-round, 24/7!

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# 2022 Rates & Specifications

**\*New for 2022 – rates are for package of both print AND online ads\*\***

## Ad Rates

Frequency		full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
<b>1x</b>	<b>4 Color</b>	<b>\$4,398</b>	<b>\$3,697</b>	<b>\$3,568</b>	<b>\$2,917</b>	<b>\$2,497</b>
	Black & White	\$2,490	\$1,801	\$1,576	\$893	\$520
<b>4x</b>	<b>4 Color</b>	<b>\$4,213</b>	<b>\$3,579</b>	<b>\$3,400</b>	<b>\$2,883</b>	<b>\$2,446</b>
	Black & White	\$2,273	\$1,576	\$1,402	\$796	\$474
<b>7x</b>	<b>4 Color</b>	<b>\$3,999</b>	<b>\$3,444</b>	<b>\$3,282</b>	<b>\$2,833</b>	<b>\$2,406</b>
	Black & White	\$2,041	\$1,464	\$1,245	\$750	\$434
<b>13x</b>	<b>4 Color</b>	<b>\$3,742</b>	<b>\$3,304</b>	<b>\$3,136</b>	<b>\$2,739</b>	<b>\$2,367</b>
	Black & White	\$1,761	\$1,319	\$1,144	\$663	\$388
<b>20x</b>	<b>4 Color</b>	<b>\$3,355</b>	<b>\$2,939</b>	<b>\$2,810</b>	<b>\$2,457</b>	<b>\$2,126</b>
	Black & White	\$1,576	\$1,223	\$1,026	\$602	\$342

## Ad Sizes (W x H)

WBM File Format: .PDF is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractionals. We can use your ad that ran in Wine Business Monthly

Online is standard IAB 300x250 ad.

\*\*Ads priced above \$1,000 include online ads

full page	1/2 island	1/2 v/h	1/4 vertical	1/8 h
7.375 x 9.75" (inset) or 8.625 x 11.125" (with bleed)	5.5 x 7.125"	3.625 x 9.75" (vertical) or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

# 2022 Rates\* & Specifications

**\*New for 2022: Rates include both print AND online**

## Premium Placement (full page only)

	Back Cover	Inside Front Cover	Inside Back Cover	Tab Divider
1X	\$5,940	\$5,868	\$5,731	\$5,148
4X	\$5,604	\$5,467	\$5,390	\$4,972
7X	\$5,483	\$5,296	\$5,170	\$4,769
13X	\$5,247	\$5,054	\$4,955	\$4,526
20X	\$4,724	\$4,554	\$4,466	\$4,158

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