

SHADOW MOUNTAIN VINEYARDS

**THE HOSPITALITY/AGRICULTURAL
TOURISM
BUSINESS**



WHO WE ARE AND WHAT WE DO:

- WE OPERATE THREE DISTINCT AND DIFFERENT BUSINESS ECONOMIES
- ONE – AGRICULTURAL WINE GRAPE
- TWO – PROCESSING AND MANUFACTURING OF ETHANOL BASED WINE BEVERAGES
- THREE – MARKETING: TO INCLUDE RETAIL & WHOLESALE OUTLETS

- A SNOW DAY IS A GOOD DAY FOR AGRITOURISM, PEOPLE ARE CURIOUS ABOUT THE LIFESTYLE AS WELL AS THE PRODUCTS YOU PRODUCE





AGRICULTURAL ECONOMY

- **LAND** – 25 ACRES OF DEVELOPED VINEYARDS WITH MARKETABLE VARIETIES THAT IS SUSTAINABLY PRODUCED. (WHAT DOES THAT MEAN?)

“SUSTAINABILITY VISION” Wine grape growing and winemaking practices that are sensitive to the environment (Environmentally Sound), responsive to the needs and interests of society – at – large (Socially Equitable), and are economically feasible to implement and maintain (Economically Feasible).

The combination of these three principals is often referred to as the three E's" of sustainability. The task is to transfer these broad principals into practices.

- **OTHER GROWERS** – CAN SUPPLEMENT your operation IF THEY KNOW WHAT THERE DOING.
- **CONTRACTS** - KNOW WHAT YOUR DOING and use that knowledge as an example.





AG. CONT.

- EQUIPMENT TO MAINTAIN VINEYARDS
TO INCLUDE:
- TRACTORS
- SPRAY EQUIPMENT
- MOWER
- HARVEST BINS
- OTHER SITE SPECIFIC IMPLEMENTS





WINERY OPERATIONS

- THIS IS A FOOD MANUFACTURING ECONOMY THAT REQUIRES TECHNICALLY SPECIFIC EQUIPMENT AND MATERIALS I.E.
- PROCESSING EQUIPMENT a.k.a. “THE CRUSH” TO INCLUDE: crusher & destemmer, wine press, barrels, lab. and instruments for analysis
- REFRIGERATED S.S. FERMENTATION AND STORAGE TANKS





PROCESSING CONTINUED:

- PACKAGING EQUIPMENT TO INCLUDE:
- BOTTLES AND BOTTLE FILLING EQUIP.
- CORKS AND MACHINE
- LABELS AND APPLICATION EQUIPMENT
- **THEN THERE'S LABOR!**
- I PLAN FOR WORST CASE SENERIO

MARKETING ECONOMY

- WHOLESALE AND RETAIL OUTLETS THAT INCLUDES:
- PRICING DIFFERENTIALS
- PROMOTIONAL CONSIDERATIONS
- SELLING – IN HOUSE AND/OR SALES FORCE
- DEPTH OF INVENTORY



THE HOSPITALITY BUSSINESS

- AH!! THE HOSPITALITY BUSINESS
- IF YOU BUILD IT, THEY WILL FIND IT
- UNDERSTANDING YOUR CUSTOMER - -
WHAT DO THEY REALLY WANT?
- AFFORDABLE, QUALITY, DESTINATION,
WORTHWHILE
- A REASON TO COME BACK

BUSINESS SUCCESS

- IS REPEAT BUSINESS WITH A GROWING CUSTOMER BASE
- WINE CLUB THAT IS A PREFERENTIAL CUSTOMER BASE
- A FACILITY THAT IS WORTH VISITING I.E. SCENIC, FRIENDLY, WORTH IT!
- OPPORTUNITY TO UNDERSTAND THE GROWING AND MAKING ASPECTS

Contact us

- www.shadowmountainvineyards.com
- alex@shadowmountainvineyard.com