

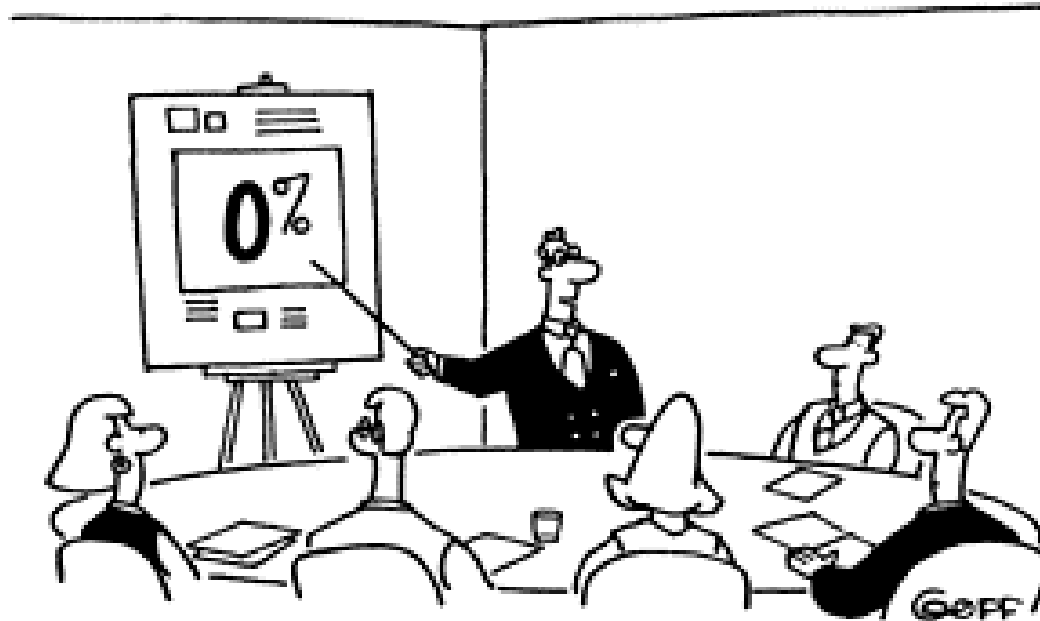
# MARKETING WINE IN OKLAHOMA

ANDREA GRAVES

BUSINESS PLANNING & MARKETING SPECIALIST

ROBERT M. KERR FOOD & AGRICULTURAL PRODUCTS CENTER

OKLAHOMA STATE UNIVERSITY



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

# EVALUATE

- **Who is drinking wine currently/purchasing wine?**
- **Who does it well? Who would you like to be like?**
- **What are the price points of successful wines like yours?**
- **Where and how are they sold?**

<http://www.usatoday.com/story/money/nation-now/2016/02/15/millennials-drink-nearly-half-all-wine-us/80420746/>



# TAKE A HARD LOOK IN THE MIRROR

## S.W.O.T. Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

# STRENGTHS

- **Local**
- **Small**
- **Can give personalized service**
- **Direct contact with customer**
- **Appealing wine labels**
- **Cohesive branding, website, activities....**

# WEAKNESSES

- **Small business**
- **Limiting wine laws**
- **Small marketing budget**
- **Wear many hats**
- **Location not ideal.....**

# OPPORTUNITIES

- **Upcoming wine law changes**
- **Local**
- **Personalized service**
- **Your story**
- **Social media....**



# THREATS

- **Regulations**
- **Other competition**
- **Weather**
- **Economy....**

# HAVE A PLAN

- **What will you tackle first?**
- **What is the low hanging fruit?**
- **What are you doing now, what can you be doing if there is no budget or limits?**
- **Be specific in your plan, have numbers and a time frame**
- **Who will be responsible for what?**
- **How will you measure success and failure?**
- **Ask for help, get feedback from outside eyes**

# SPEAKING OF OPPORTUNITIES ...

- **Wine Forum of Oklahoma 2017**
- **OSU Campus, Stillwater**
  - **Gala Dinner evening of April 7- Chef Pierre Sang Boyer of Paris, France and Oklahoma chefs, David North, Bill Lieb, Ben Alexander, Michelle Donaldson and Brad Johnson**
  - **Grand Tasting and Educational seminars April 8**



# WINE FORUM OF OKLAHOMA

- **30 vintners and brokers, 25 moderators and speakers, 90 student committee members and 23 chefs. It incorporated nearly 1½ tons of beef, more than 3,500 wine glasses and 3 million grapes. (2013)**
- **1,000 attendees participating in 28 total hours of programming at 20 events (2013)**
- **Raised more than \$235,000 and funded 54 scholarships (2013)**

# WINE FORUM OF OKLAHOMA

- **Applied for grant from ODAFF, Oklahoma Viticulture and Enology Center Development Revolving Fund**
- **Help pay for wines and MIO foods to be sampled at Grand Tasting**
- **Wine glasses for tasting**
- **Marketing materials**

# WINE FORUM OF OKLAHOMA

- **Sample submissions (must have at least 3 cases on hand available for tasting)**
- **FAPC & HRAD to taste and select up to six wines from submissions**
- **Up to 4 MIO food companies selected**
- **Each company must have a representative present at display/sampling tables to sample in “Made in Oklahoma” room at evening Grand Tasting**



**Andrea Graves**  
**148 FAPC**  
**Stillwater, OK 74078-6055**  
**405-744-7304**  
**[andrea.graves@okstate.edu](mailto:andrea.graves@okstate.edu)**  
**[www.fapc.biz](http://www.fapc.biz)**