



**Contact:** Lisa Anthony Toller  
NewLevel Group  
707.255.5555 (office)  
707.738.2792 (cell)  
[ltoller@newlevelgroup.com](mailto:ltoller@newlevelgroup.com)

**For Immediate Release**

**Wine Distributors Share Strategies for Selling More Wine**

*New study reveals ways wineries can improve distributor relationships and increase sales*

NAPA, California – According to a recent study of wine distributors conducted by Sonoma State University, the taste of wine and the dependability of the supplier were more important in choosing which wines to distribute than the price of wine or wine ratings. The full results of the study will be released for the first time at a conference for winery sales executives hosted by NewLevel Group, LLC on February 3<sup>rd</sup>, 2005 at the Hatt Building in Napa.

Drs. Liz Thach and Janeen Olsen of Sonoma State’s Wine Business Program surveyed small, medium and large distributors earlier this year from all regions of the United States. Distributors were asked why they choose wine, how wineries can help distributors sell more wine, and what the greatest challenges are for distributors. “We’re hoping that sharing the results of the survey will contribute to more positive working relationships and increased profitability for wineries and distributors”, said Dr. Thach.

Sonoma State decided to partner with NewLevel Group to release the information at the February conference. “We know from working with a number of winery clients that one of their top priorities is to improve their distributor relationships so they can sell more wine through the three-tier system,” said Michelle Rowell, NewLevel Group, LLC Principal. “The report contains some great insights that should help wineries do just that,” added Rowell.

Distributors most often suggested that wineries focus on hosting wine tastings and riding along with distributor sales reps to meet retail and restaurant customers. Although price and profit took a backseat to tastings and ride-alongs, it was still a prevalent theme throughout the survey responses as was whether a wine fit into the distributors’ portfolios.

For more information about the conference or to register, visit [www.newlevelgroup.com](http://www.newlevelgroup.com) or call (707) 255-5555. NewLevel Group provides a wide range of services for wineries, businesses, and nonprofits such as wine sales planning and implementation, marketing strategies, fractional management, donor relations and development, finance and operations, leadership training, organizational facilitation, and special events planning.