

CO Wine Industry Marketing Survey



In an effort to keep the marketing efforts of the Colorado Wine Industry Development Board in line with the needs and priorities of the Colorado wine industry, the CWIDB Marketing Committee is sending out this survey.

Please take a few moments to give us your honest input on how you think the Wine Board is doing and what its marketing priorities should be. This is your chance to do some finger pointing, as the pointing finger (☞) marks every opportunity you have to give us your opinion. All responses will be kept strictly confidential.

Please fax your responses to 720.304.3405, e-mail to dcaskey@coloradowine.com or mail to CWIDB, 4550 Sioux Dr., Boulder, CO 80303. We will discuss the survey results at the December 2-3 Colorado Wine Industry Development Board retreat in Grand Junction.

I. Below are the CWIDB's Mission Statement, five-year goal and immediate objectives. Please rate each item according to whether you agree or disagree with the board's intention. Feel free to make comments below your response or on a separate page.

Mission Statement:

To promote the growth and development of the Colorado wine industry.

☞ 1: strongly agree 2: agree 3: neither agree nor disagree 4:disagree 5: strongly disagree

☞ **Comments:**

Goal:

To increase the market share of Colorado wine to 1.5 % by volume of total wine consumption in the state of Colorado by 2004.

☞ 1: strongly agree 2: agree 3: neither agree nor disagree 4:disagree 5: strongly disagree

☞ **Comments:**

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Objectives, in order of priority:

1) Improve the Quality and the Public Perception of Quality of Colorado wine

1: strongly agree 2: agree 3: neither agree nor disagree 4:disagree 5: strongly disagree

I would rank this objective: 1 2 3 4 5 Delete it

2) Raise Awareness of Colorado wine among consumers and the wine industry

1: strongly agree 2: agree 3: neither agree nor disagree 4:disagree 5: strongly disagree

I would rank this objective: 1 2 3 4 5 Delete it

3) Increase Visitation to Wineries

1: strongly agree 2: agree 3: neither agree nor disagree 4:disagree 5: strongly disagree

I would rank this objective: 1 2 3 4 5 Delete it

4) Improve Trade Relations with wine industry partners, e.g.—retailers, wholesalers, brokers, etc.

1: strongly agree 2: agree 3: neither agree nor disagree 4:disagree 5: strongly disagree

I would rank this objective: 1 2 3 4 5 Delete it

5) Any other objectives you would add:

I would rank this objective: 1 2 3 4 5 Delete it

Comments on CWIDB objectives:

II. The ultimate goal of any business is to sell product and to make money, but every business has a different strategy of attaining that goal.

Below is a list of marketing strategies or priorities. Choose 10 that are most important to your business and prioritize them from 1 (most important) to 10 (least important) to your business.

After those strategies are a few questions about the distribution and sales of your wines.

_____A. Making a quality product

_____B. Recognition among wine aficionados, critics and the wine industry

_____C. Awards, medal and accolades

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- _____D. Sales to tourists
- _____E. Sales to local or regional customers
- _____F. Sales to statewide customers
- _____G. Sales to out-of-state customers
- _____H. Sales to international customers
- _____I. Sales through a tasting room
- _____J. Sales through retail liquor stores
- _____K. Sales through restaurants
- _____L. Sales through a wholesaler
- _____M. Sales through farmers' markets
- _____N. Sales through wine festivals
- _____O. Parking lot tastings
- _____P. Company image
- _____Q. Donations to local charities for tasting
- _____R. Special events at your winery
- _____S. Special events in your community
- _____T. Other: _____
- _____U. Other: _____

- Do you have a wholesaler to distribute your wines? Yes No
- Do you have a broker to promote and represent your wines? Yes No
- Are you considering a broker or wholesaler for your wines? Yes No
- Are your wines sold in retail stores? No In your local area Statewide
- Are your wines sold in restaurants? No In your local area Statewide
- Approximately what percentage of your sales does each outlet represent? (If you have a wholesaler and don't have these figures, just give us winery sales vs. wholesale sales %.)

_____Tasting room/winery _____Retail stores _____Restaurants

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☞ Ideally, what would you like your sales breakdown to be?

_____ Tasting room/winery _____ Retail stores _____ Restaurants

☞ Over the last 12 months, have your sales (circle one) increased or decreased by what %? _____

III. Below are some of the major marketing expenditures and programs the CWIDB has planned for fiscal year 2003.

☞ Please **rate** each item from 1 (strongly support) to 5 (strongly oppose). Then **rank** or **prioritize** the list according to your views of how the CWIDB should be marketing the Colorado Wine Industry. Feel free to suggest other programs, too.

☞ After that, please answer the final five questions about how well the CWIDB is or is not assisting your business.

_____ A. Colorado Wine Country Brochure (\$42,000)
design, print and distribute through statewide brochure rack service, Colorado Welcome Centers and Convention and Visitor Bureaus; 250,000 copies of single sheet folded, more compact brochure

☞ 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

_____ B. Full-page ad in the Colorado Official State Vacation Guide (\$16,000)
using existing creative designs, co-op half of a two-page ad with Grand Junction Visitor and Convention Bureau to save about \$4000. This guide reaches nearly 600,000 people in and out of state looking for information on touring Colorado. The official publication of the Colorado Tourism Office, and currently the only CWIDB information available in Denver International Airport.

☞ 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

_____ C. Parking lot tastings (\$13,200)
based on ten events throughout the year; the largest cost is for the \$1 off per bottle coupons that are passed out at these events to motivate the consumers to go into the retail store and buy Colorado wine immediately. The intention behind these events is to strengthen the ties between wineries and retail liquor stores.

☞ 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

_____ D. Other media advertising (\$13,000)
includes regional insertions in *Gourmet Magazine* in conjunction with GJ VCB (\$4500) and three other ads in *5280 Magazine* (\$2750).

☞ 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

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 E. Internet marketing and web site upgrades (\$12,700)

This figure includes not only hosting and monthly maintenance, but also some ongoing programming work allowing us to easily and quickly update information on our site.

- 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

 F. Event sponsorships (\$11,500)

This money goes to significant events as either seed money or for extensive promotional considerations and opportunities for Colorado wine: Snowmass Fall Festival (\$1500), Colorado Chef’s Association: Governor’s Symposium on Colorado Cuisine (\$2000), Lafayette 95th St. Festival of Colorado Wine (\$2000), Celebrate Colorado Artists (\$5000), Colorado Restaurant Association’s WestEx Trade Show (\$1000)

- 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

 G. Promotional purchases of Colorado wine (\$7000)

for purchasing two cases from each licensed and producing Colorado winery, at 50% of the retail value, to be used at promotional events (e.g.—tourism industry conventions), trade tastings (e.g.—Red, White and Brew), or political events (e.g.—TIAC Legislative reception), etc. Once wine has been purchased from a winery, each winery is free to donate wine to be represented at any CWIDB event.

- 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

Should the CWIDB spend more or less on buying promotional wine from wineries?

Have you donated wine to any CWIDB promotional event? Yes / No.

Will you in the future? Yes / No

 H. Marketing and Public Relations through Hill and Company (\$20,000)

\$4000 is management fees for the other programs Hill and Company is managing for the CWIDB. \$16,000 is for public relations efforts that have garnered our industry recent or forthcoming articles in Sunset Magazine, The Denver Post, The Rocky Mountain News, Boulder Daily Camera, Colorado Restaurateur, Grand Valley radio stations, and others.

- 1: strongly support 2: support 3: neither support nor oppose 4:oppose 5: strongly oppose

 I. Other suggested marketing programs or expenditures

 J. Other suggested marketing programs or expenditures

Comments on CWIDB marketing programs and expenditures:

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☞ Do you feel the Colorado Wine Industry Development Board is fairly representing all of the varied wineries in Colorado with its marketing programs and expenditures?

☞ 1: As much as possible 2: Most of the time 3: Some of the time 4: Seldom 5: Never

☞ What could the CWIDB do to improve and insure equal representation of all wineries in its marketing efforts?

☞ How effective are the CWIDB programs and activities in assisting your winery?

☞ 1. very helpful 2. helpful 3. slightly helpful 4. neither helpful or unhelpful 5. do not help at all

☞ What CWIDB marketing programs, activities or expenditures have been of the greatest assistance to your winery in the past?

☞ What marketing activities or programs would you like to see the CWIDB undertake in the 2004 fiscal year?

☞ Thank you for taking the time to respond to this survey. Feel free to include additional pages with your comments. Please return to the CWIDB before the end of November. Call me at 720.304.3406 with any questions.

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