Development pathways for a business in the high-end wine industry

Conventional vs. Ecological approach

AGRO CONSULTING CLUB

Team

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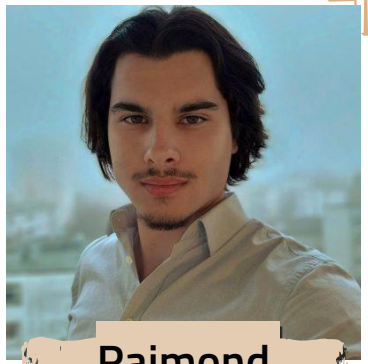

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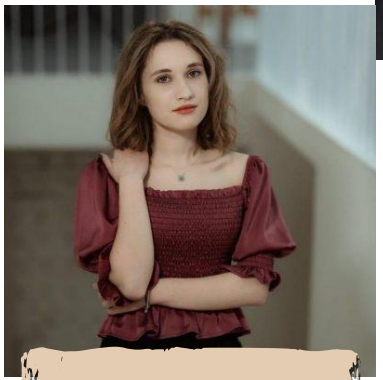

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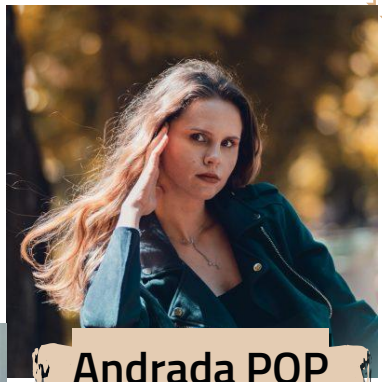

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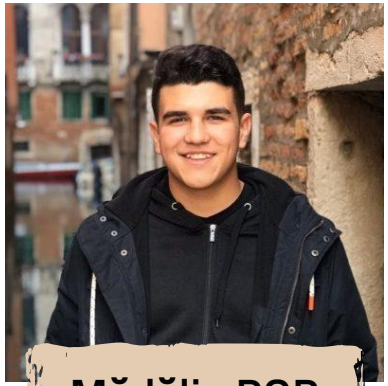

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Table of contents

01 Introduction

02 Market

03 Certifications

04 Grape Production

05 Wine production

06 Sales

Main objective

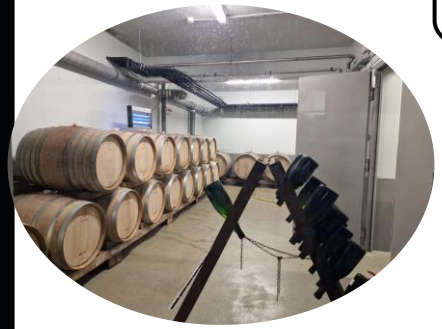
To analyze the possible development pathways for wine business: grape production (conventional and ecologic), wine production, certification and HoReCa

Activities

Field trips
Romania: La Salina Winery; Carastelec Winery; Nachbill Winery
Hungary: Grand Tokaj Winery; Sauska Winery; Kardos Winery

Shadowing program - interaction with experts

Discussions with experts



What are we exploring?

Winery and wine production in Biertan Village, Sibiu County

Certifications
Authorizations
Standards

Grape production
Wine production

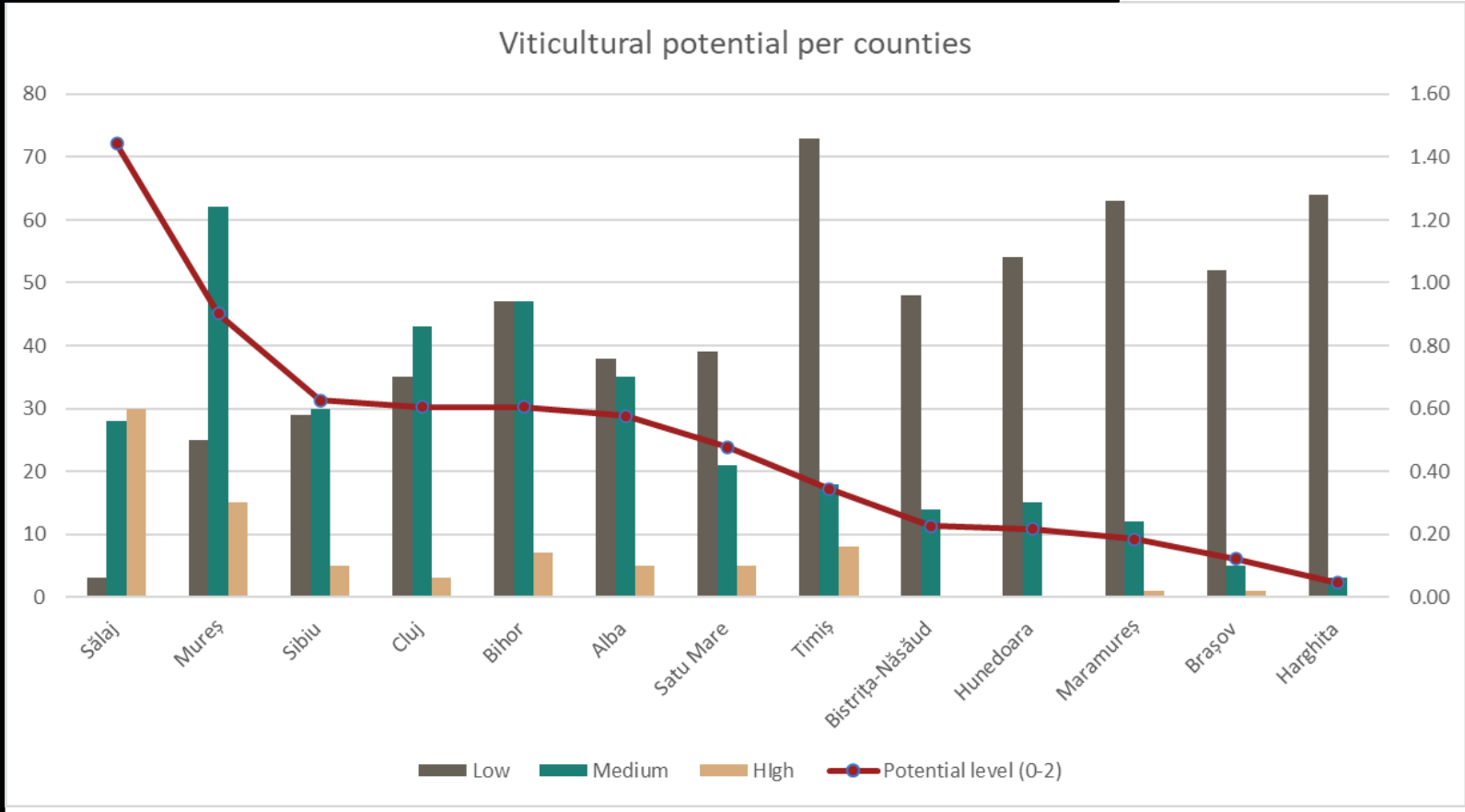
Market and Wine Tourism

Conventional
vs.
Ecological

Costs
Conclusions

All the calculations were made on cost centers

Study of the Transylvanian counties



Top 4 counties:

1. Sălaj
2. Mures
3. Sibiu
4. Cluj

Research of the Transylvanian counties

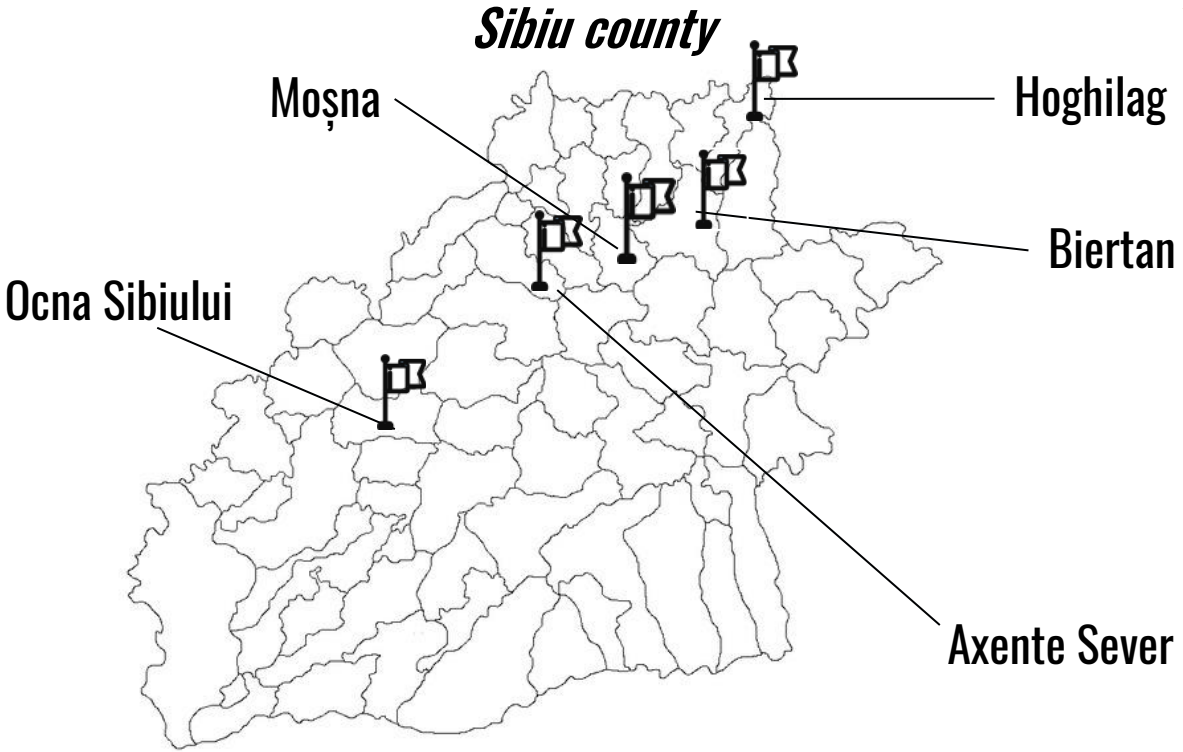
	SĂLAJ	MUREȘ	SIBIU	CLUJ
Average temperature spring/summer	12 °C / 19°C	10 °C / 25 °C	10,6 °C / 21 °C	15°C / 25 °C
Average temperature autumn/winter	12 °C / -6°C	10,5 °C / -3 °C	4 °C / 0 °C	12°C / 0°C
Average precipitation	575 mm	437 mm	752 mm	573 mm
Dominant type of landscape	Hilly, hills	HIlly ,hills	Hill, plateau, mountain massiv	Hilly, hills
Competition (wineries)	5 - CAEN 1102	6 - CAEN 1102, 17-CAEN 0121 2- CAEN 0127	7 - CAEN 1102	2- CAEN 1102, 5- CAEN 0121,
Restaurants	218 – CAEN 5610	771– CAEN 5610	605 – CAEN 5610	1640 – CAEN 5610

The selected county:
Sibiu

Localisation of the plantation

Why Biertan?

1. On the list of UNESCO World heritage sites
2. CDO Târnave
3. History of wine culture
4. Most of the plantations are gone
5. Tourism in the village
6. The legend of the castle



Source: http://domeniilestatului.ro/wp-content/uploads/2022/11/sibiu-2.pdf

Market research

Table of contents

01 Top players in wine industry

02 Consumption/capita

03 Imports/ Exports

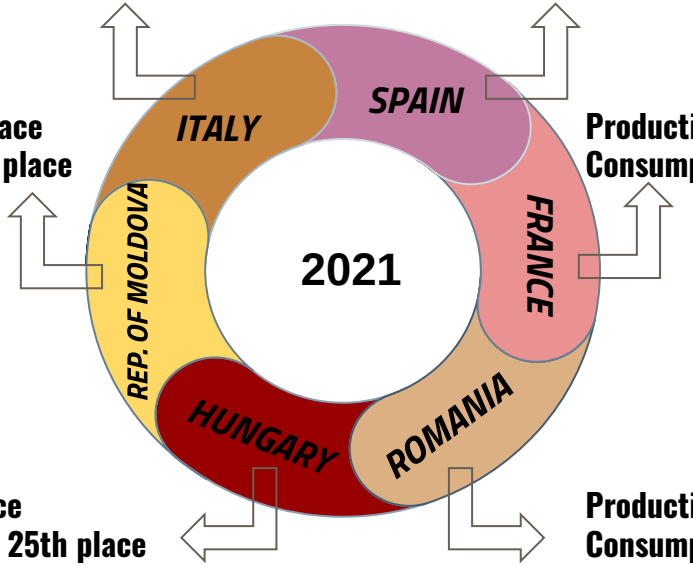
04 Transylvanian market

Wine industry in Romania versus European players

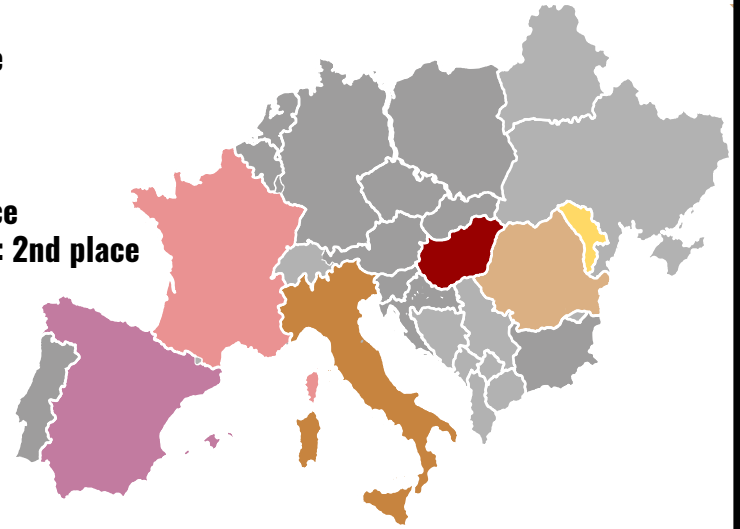
Production: 1st place
Consumption/capita: 3rd place

Production: 3rd place
Consumption/capita: 8th place

Production: 20th place
Consumption: 52nd place



Production: 2nd place
Consumption/capita: 2nd place



Production: 16th place
Consumption/capita: 25th place

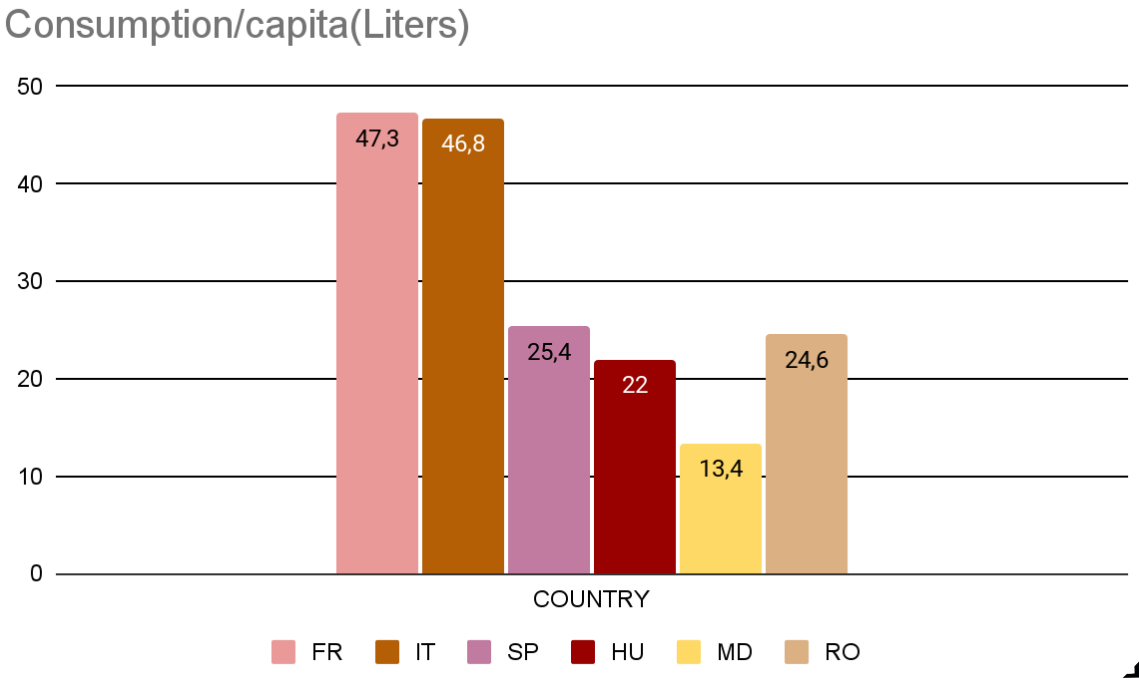
Production: 13th place
Consumption/capita: 14th place

Appendix 1.1

source: International Organisation of Vine and Wine; 13/12/2022

Consumption/Capita in a year

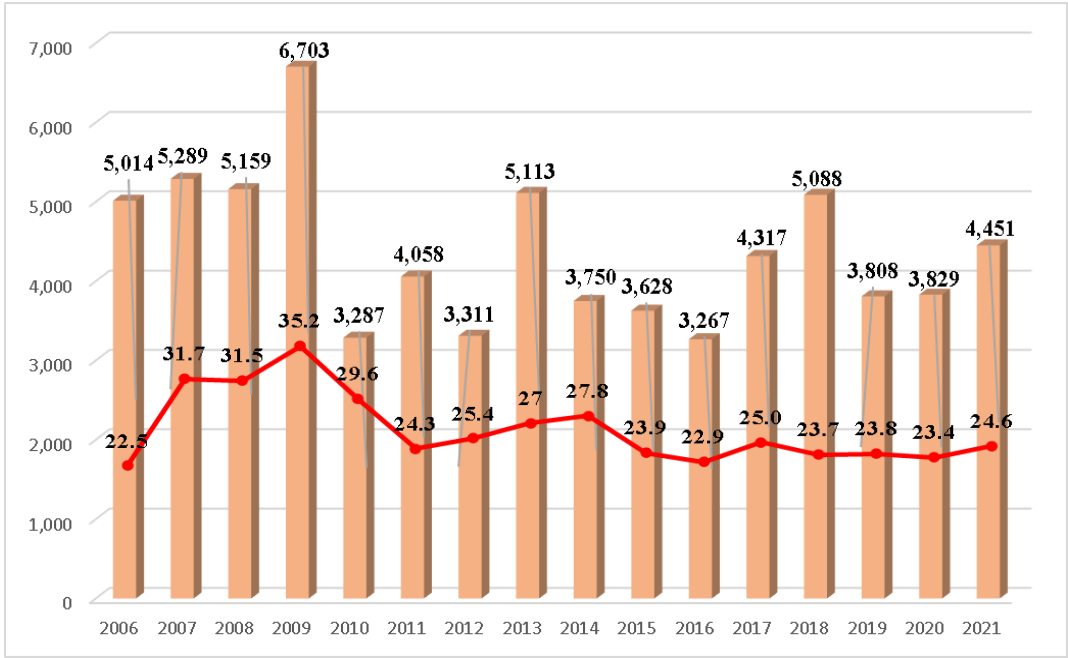
On average, in Romania, more wine is consumed than is produced



source: International Organisation of Vine and Wine; 13/12/2022

Appendix 1.2

The comparison of annual wine production and annual wine consumption/capita in Romania



Legend:

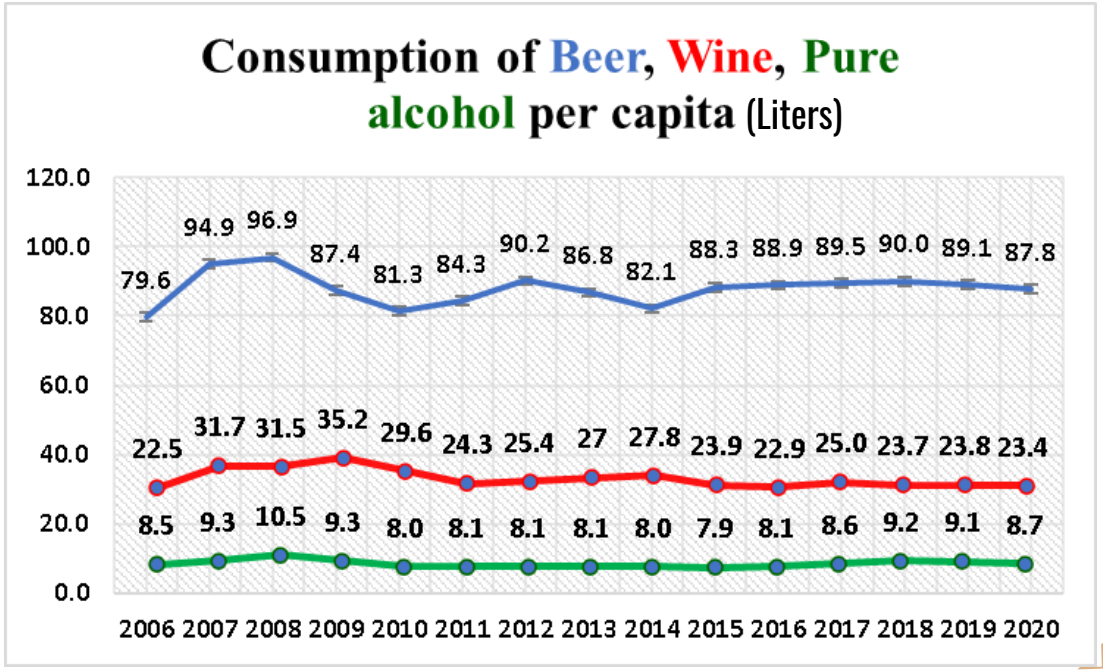
average annual consumption (L)

annual production (hl)

Wine internal production does not cover the internal demand. There is an increasing trend in consumption

Appendix 1.3

CONSUMPTION OF BEER, WINE AND PURE ALCOHOL PER CAPITA

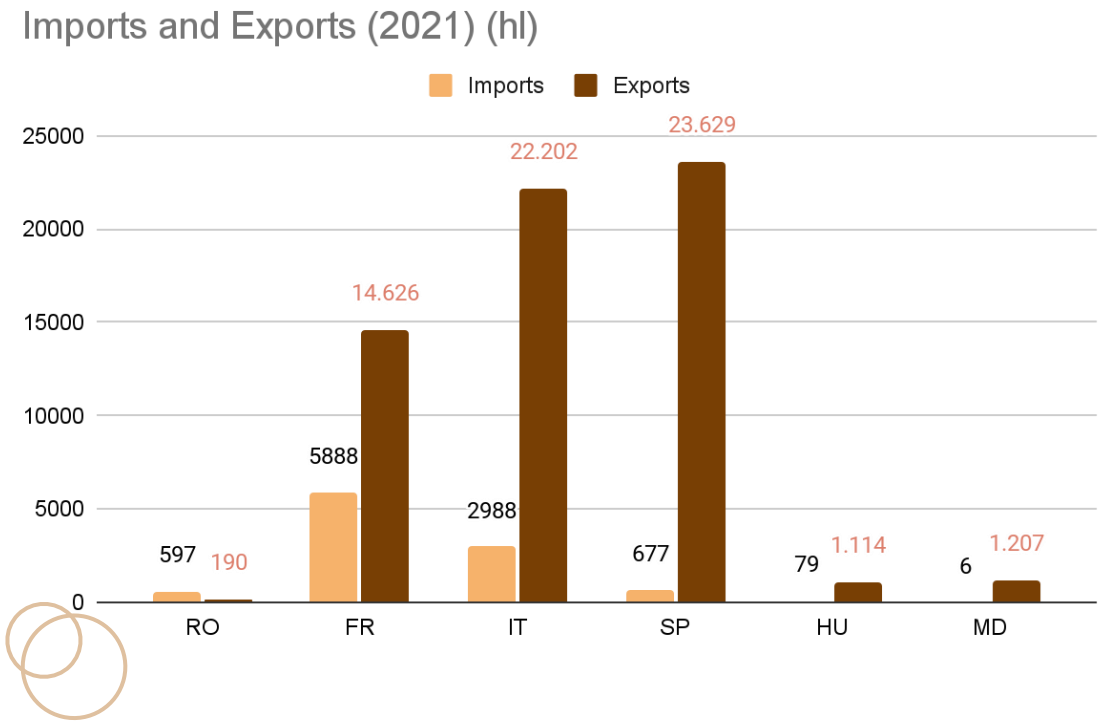


source: INSSE Tempo Online 13/12/2022

Wine consumption occupies an intermediate place in the preferences of the population

Appendix 1.4

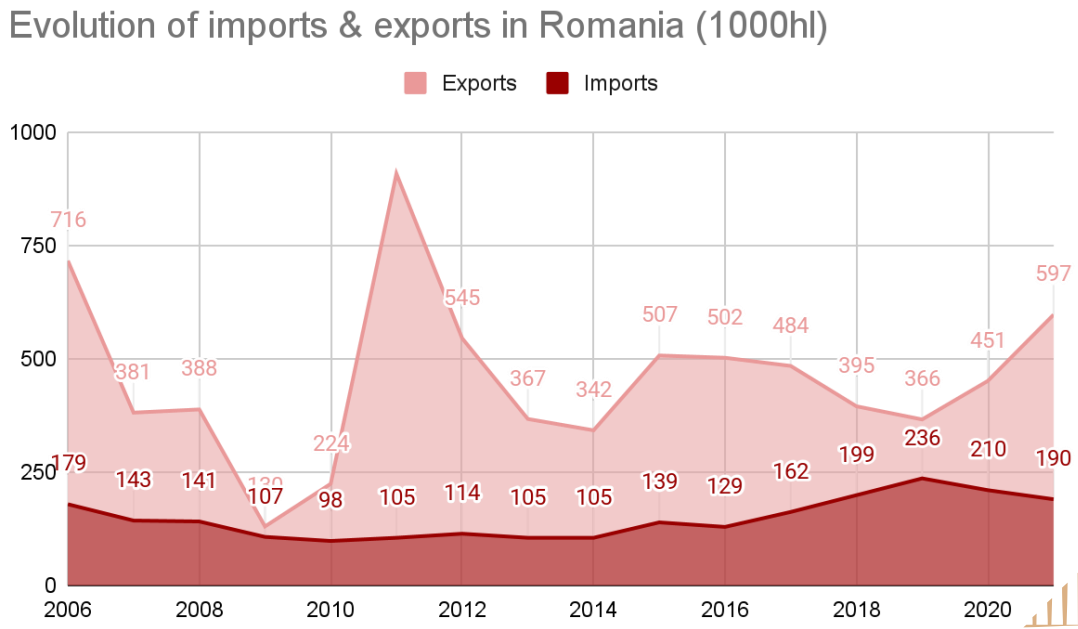
Imports & Exports (2021)



Romanian wine imports exceed exports comparing to several other European wine producers

Appendix 1.5

Evolution of imports and exports in Romania

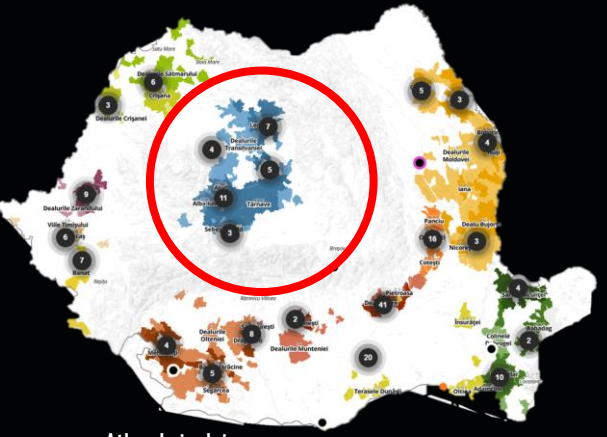


source: INSSE Tempo Online 13/12/2022

Imports and exports are very fluctuating

The last three years are characterized by an increase in exports and a decrease in imports

Appendix 1.6

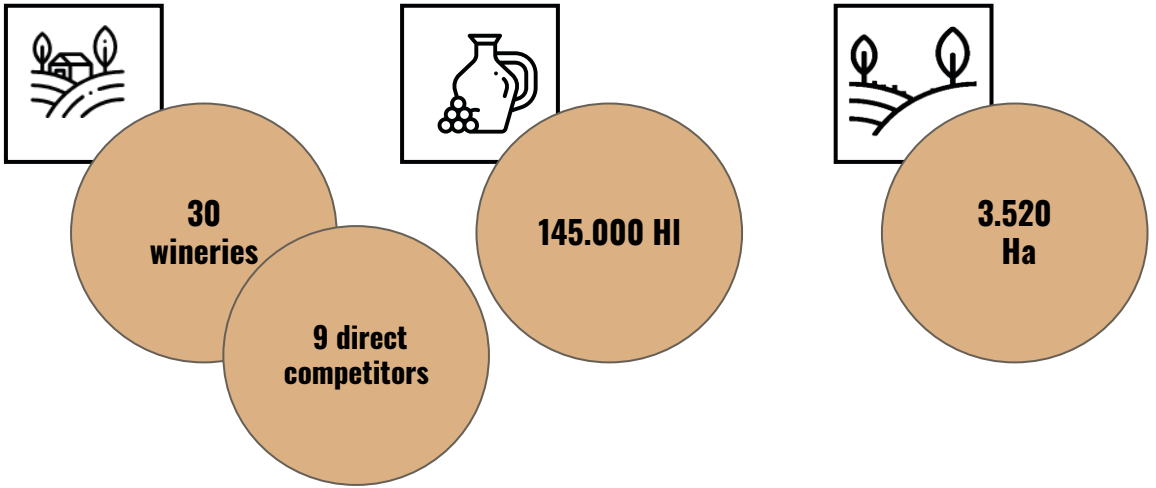


source: Atlasul vinului

Transylvanian hills

In the Transylvanian Hills, mainly white varieties are cultivated, and out of a total number of 30 wineries, only 10% are ecological.

Appendix 1.7



Conclusions

Possibility for developing a business on the wine market

Transylvania is ideal for white wine

At the present moment in Romania, more wine is consumed that produced

An ecological business would be suitable because there are only a few such businesses in Transylvania

Certification team

Marian Rares
Morar Maria

Table of contents

01 Legislation

02 Controlled Designation of Origin Târnave

03 Authorizations

04 Quality standards

05 Ecological Legislation

06 Financials

Legislation

Law of Vineyard and Wine no.164/2015

= establish the **general framework** for the operation of the wine industry in terms of **production**, **certification of origin**, **marketing** and **control** of wine products.

Legislation

ONVPV - National Office for Vineyard and Wine Production

Registered name

ONVPV - National Office for Vineyard and Wine Production

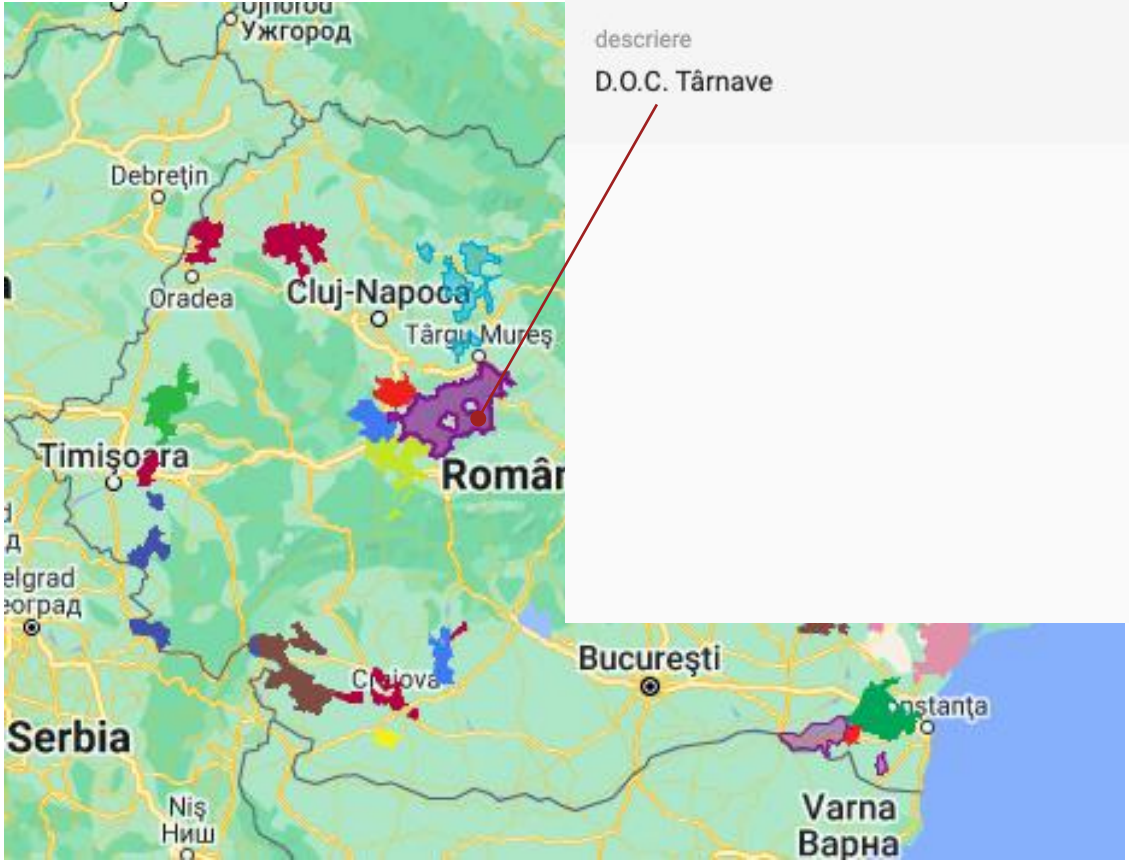
CDO - Controlled Designation of Origin
GI - Geographical Indication

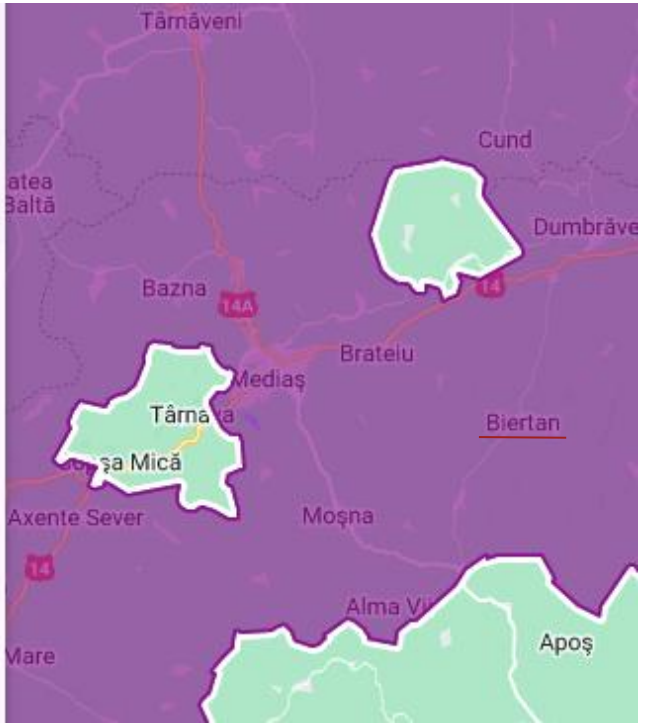
nume

D.O.C. Târnave

descriere

D.O.C. Târnave





CDO in Romania - ”Târnave”

- forbidden - transport the grapes in polythene bags
- the quality of the grapes is determined when they are received at the winery
- qualitative conditions
  - 100% purity of variety
  - good health status
- plantation density - the minimum number of 3,500 stumps planted per hectare
- the execution of irrigation is allowed only in dry years, with the notification of the O.N.V.P.V.
- fertilization will be carried out by applying organic fertilizers once every 4-5 years, as well as by administering chemical fertilizers in moderate doses
- in the plantations, an effective phytosanitary protection will be ensured to achieve a good health condition of the harvest
- mandatory information on the label

https://www.onvpv.ro/sites/default/files/pdfs/caiet_de_sarcini_doc_tarnave_249ro.pdf

Appendix 1

	CDO Tarnave	CDO Aiud	CDO Sebes Apold
Landscape	Hill configuration. Mid level altitude (400-600 m). The slope of the land is registered between 5-20%. General orientation - S-E.	Hills and lowlands formed by Mures and Aries. Mid level altitude (300-500 m).	Hill configuration. Inter-river. Mid-level altitude between 250-600 m.
Hydrography	The Tarnava Mica and Tarnava Mare rivers.	The Mures and Aries rivers.	The Mures river.
Climate	Moderate Continental	Moderate Continental (dangerous hard winters because of the Apuseni Mountains)	Moderate Continental
Thermal Regime		Annual medium temperature varietes between 8-9 C.	Annual medium temperature 9,3 C
Humidity Regime	The air humidity - 60-80%	Atmospheric precipitation between 550 - 700 mm/year.	Atmospheric precipitation between 550 - 600 mm/year.
Soils	Brown eumesobasic. Brown Illuvial Clay.	Brown Illuvial Clay. Chernozem.	Brown Illuvial Clay. Chernozem.
Grape Varieties	Chardonnay, Riesling de Rhin, Fetească Regală, Pinot Noir, Fetească Neagră.	Chardonnay, Riesling de Rhin, Fetească Regală, Pinot Noir, Fetească Neagră.	Chardonnay, Riesling de Rhin, Fetească Regală, Pinot Noir, Fetească Neagră.

https://www.onvpv.ro/sites/default/files/pdfs/caiet_de_sarcini_doc_tarnave_249ro.pdf

Grape Production kg/ha

Grape Varieties	Maximum production/variety (kg/ha)		
	DOC-CMD	DOC-CT	DOC-CIB
White Grapes Varieties			
Feteasca regala	14.000	-	-
Chardonnay	12.000	10.000	-
Riesling de Rhin	12.000	10.000	8.000
Black Grapes Varieties			
Pinot Noir	12.000	10.000	7.000
Feteasca neagra	12.000	10.000	7.000

https://www.onvpv.ro/sites/default/files/pdfs/caiet_de_sarcini_doc_tarnave_249ro.pdf

Wine Yield hl/ha

Grape Varieties	The wine yield/variety (hl/ha)		
	DOC-CMD	DOC-CT	DOC-CIB
White Grapes Varieties			
Feteasca regala	94	-	-
Chardonnay	80	67	-
Riesling de Rhin	80	67	
Black Grapes Varieties			
Pinot Noir	78	65	45
Feteasca neagra	78	65	45

https://www.onvpv.ro/sites/default/files/pdfs/caiet_de_sarcini_doc_tarnave_249ro.pdf

Ecological Legislation

Regulation 2018/848 of European Parliament and of the Council regarding the ecological production and labeling of ecological products

Ecological Production and Processing

CONVERSION

ECO CERTIFICATION

1st year | 2nd year | 3rd year | until the producer wants to stay in the system

Inspection
950 euro + VAT/year
*sampling - 210 euro + VAT

1160 euro + VAT

Certification
950 euro + VAT/year
sampling - 210 euro + VAT
*processing - 600 euro + VAT

1760 euro +VAT

TUV Austria

Authorizations

Functioning authorization
Veterinary health and food safety registration
Fire safety permit and other obligations regarding extinguishing fires
Ministry of Agriculture authorization
Environment authorization
Functioning authorization regarding sanitation and other legal obligations in the Public Health sector
DSVSA authorization
Functioning authorization regarding work's security and health
HACCP
Procedure regarding personnel hygiene and control of health status
Procedure for sanitizing machines and work utensils
Procedure for Disinfection and Deratization
Waste management
Procedure regarding training of personnel in the food sector
Technological flow diagram
Food Traceability and Labeling

+

Project - architect
Technical documentation for obtaining the authorization
Urban Certificate
notice regarding the supply of electricity
environment notice
public health notice
notice regarding the prevention and extinguishing of fires
sanitation notice
Construction Authorization

TOTAL: 37000 EURO

Authorizations

Functioning authorization
Veterinary health and foo
Fire safety permit and o
Ministry of Agriculture
Environment authoriza
Functioning authorizat
the Public Health secto
DSVSA authorization
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HACCP
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Procedure for Disinfection and Deratization
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Procedure regarding training of personnel in the food sector
Technological flow diagram
Food Traceability and Labeling

ect - architect
nical documentation for
ning the authorization
Certificate
egarding the supply of electricity
ment notice
health notice
e regarding the prevention and extinguishing
ires
anitation notice
Construction Authorization

TOTAL: 37000 EURO

ISO Certificates

ISO 9001 - Quality Management System

ISO 14000 - Efficient Environment Management System

ISO 22000 - Food Safety Management System

TOTAL: 7000 EURO

https://firma-certificare.ro/

Conclusions

Certifications and standard - relevant for high end industry

Authorisations need to be respected

Direction promoted by EU
=
benefits

Eco Certification - takes time and money

Grape production

Ecological & Conventional Teams

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Gheorghe Alexandra
Luca Rareș

Lukacs Rajmond
Neamțiu Valentina
Șaitis Adina
Todea Ariana

Table of contents

01 Variety

02 Technological sheets

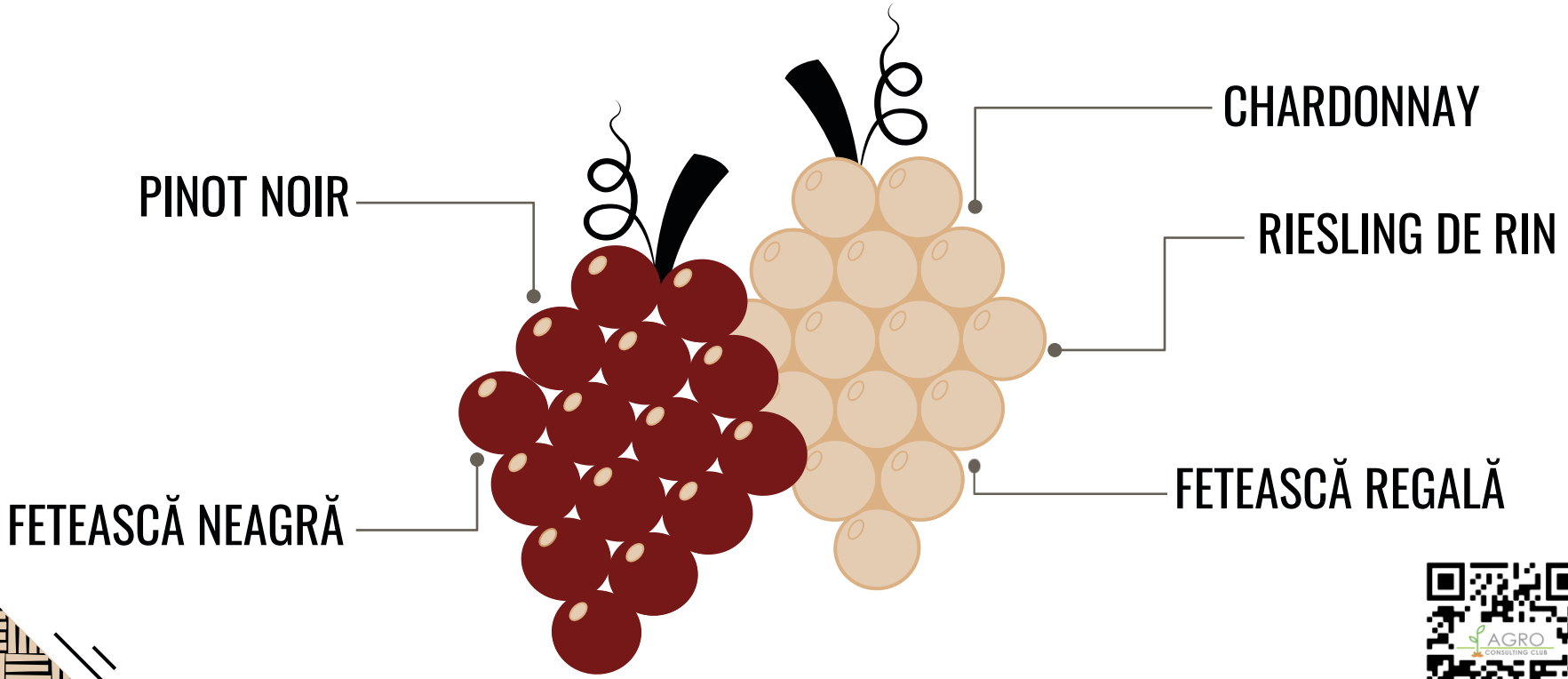
03 Treatments

04 Equipments

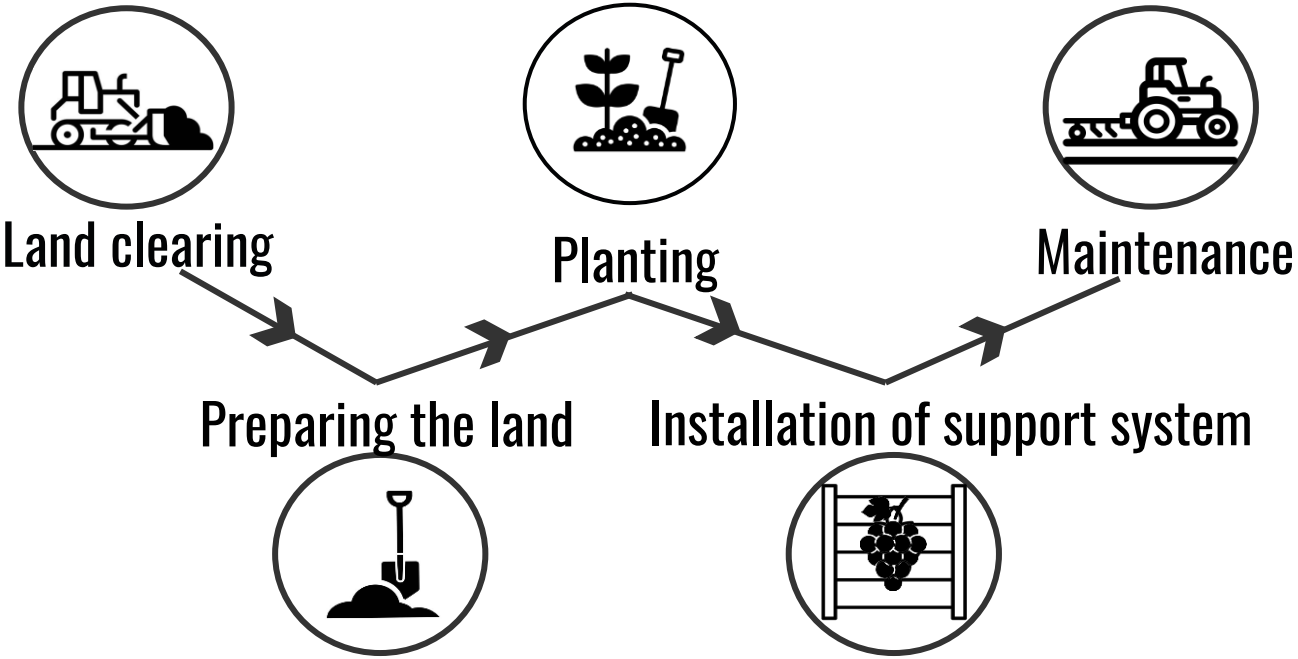
05 Plots sizing and productivity

06 Financials

The selected varieties



Tehnological sheets- 1 hectars



CONVENTIONAL

ECOLOGICAL

Land clearing

Wire disassembly

Remove supports

Destruction of wood material

Cutting the strings

Removing the hubs

Scrap collection

1.980 €/ha

Preparing the soil

Mechanical unclogging

Fertilization

Plowing

Scarification

Fertilization

Disc harrow

Land leveling

2.168 €/ ha

1.291 €/ ha

Planting

Marking the land

Semi-mechanized planting

Tutors

Mechanical ploughing

Mudding

Watering 10l/ plant

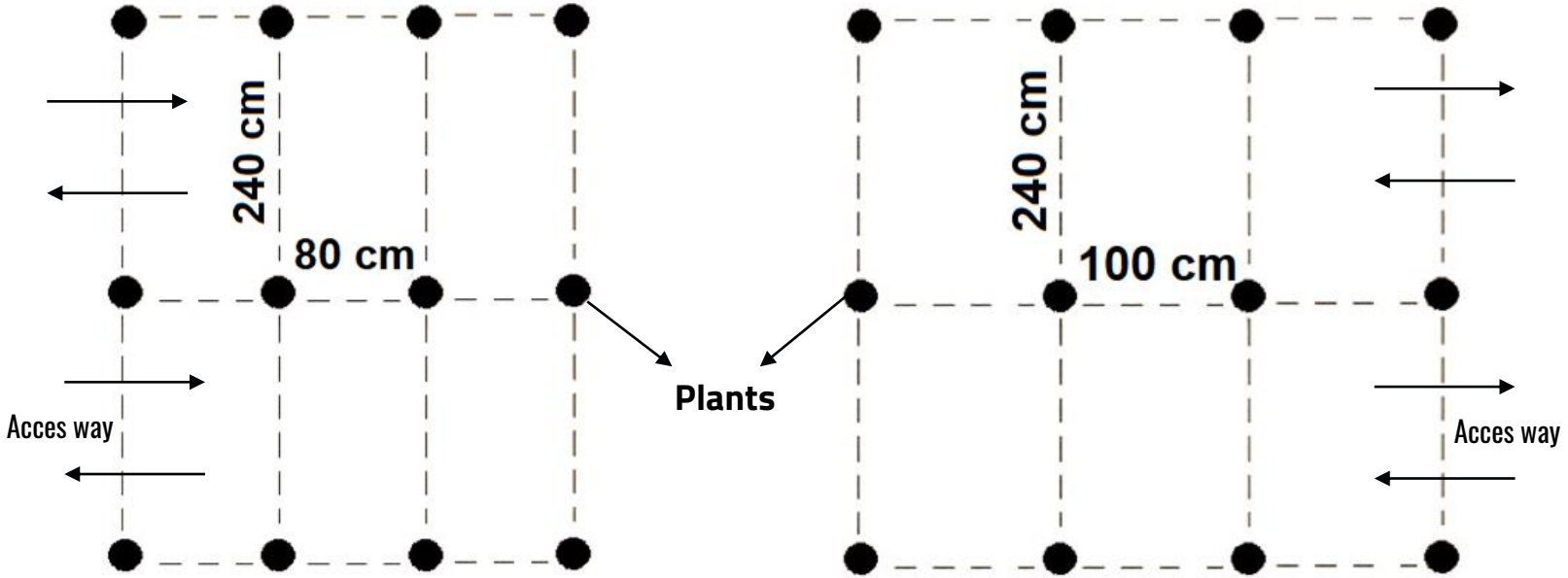
Trellising

Hilling

28.629 €/ha

22.597 €/ha

Planting scheme



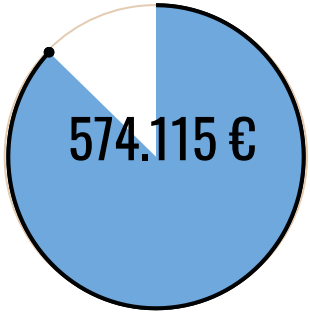
Conventional
Density: 5.208 seedling/ha

28.629 €/ha

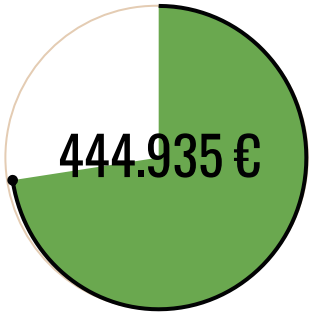
Ecological
Density: 4.167 seedling/ha

22.597 €/ha

Price comparisons for preparing the land and planting

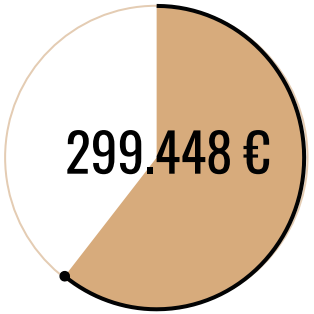


Conventional



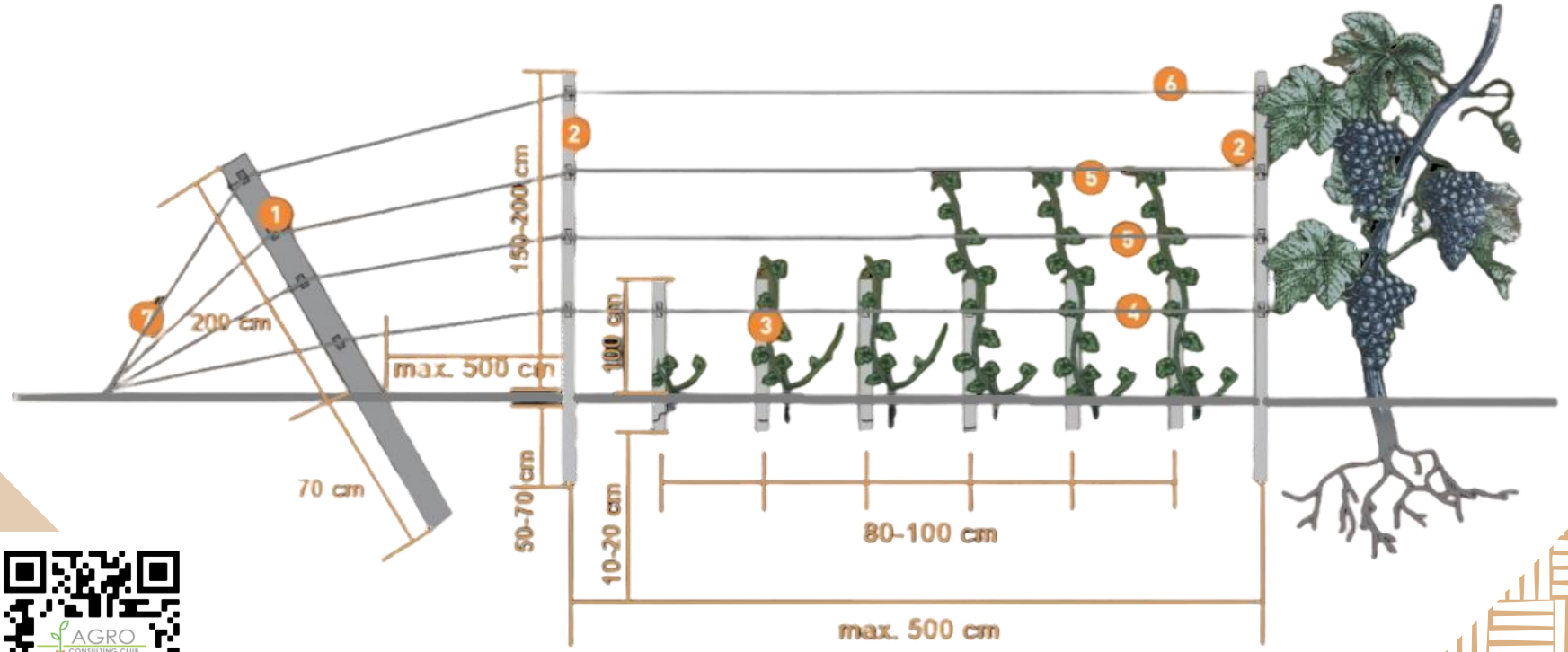
Ecological

VS.



Da Bacco

Support system



7.629 €/ha

Installation of the support system

Marking the land

Making holes

Distribution of trellises

Installation of primary trellises

Installation intermediate trellis

Installing and stretching wire

10.900 €/ha

Maintenance 1st year

Mechanical plowing

Growth pruning

Weeding
Tying sprouts

Treatments

Strings pruning

Mechanical and manual plowing

1.343 €/ha

1.747 €/ha

Maintenance 2nd and 3rd years

Mechanical plowing

Pruning

Treatments

Cover crop

Growth pruning

Weeding. Tying sprouts

Filling up gaps

AVG: 2.035 €/ha

AVG: 2.073 €/ha

Yearly maintenance

Pruning

Weeding
Tying sprouts

Fertilization

Mechanical plowing

Growth pruning

1.993 €/ha

Treatments

2.187 €/ha

Harvest

Disease and pest control and fertilization plan-conventional

Vegetal rest

- Herbicides (monocot+dicot plants)
- Plasmopara viticola (Downy mildew)
- Lice (Parthenolecanium corni, Eriosoma lanigerum)
- Fertilization with NPK (only in the I and II year)

Sprout 10-15 cm

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)
- Foliar fertilization

Before blooming

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
  Guignardia bidwellii (Black rot)
- Moth (Lobesia botrana, Sparganothis pilleriana)
- Foliar fertilization

Sprout 3-5 cm

- Erysiphe necator (Powdery mildew)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)
- Foliar fertilization

Sprout 25-30 cm

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
- Foliar fertilization

Herbicides | Fungicide | Pesticide | Fertilizer

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Disease and pest control and fertilization plan-conventional

After blooming

Plasmopara viticola (Downy mildew)
Erysiphe necator (Powdery mildew)
Botrytis cinerea (Grey rot)

Bunch compaction

Plasmopara viticola (Downy mildew)
Erysiphe necator (Powdery mildew)

Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)

Foliar fertilization

Fruit ripening

Botrytis cinerea (Grey rot)

Moth (Lobesia botrana, Sparganothis pilleriana)

Berry growth

Plasmopara viticola (Downy mildew)
Erysiphe necator (Powdery mildew)

Lice (Parthenolecanium corni)

Foliar fertilization

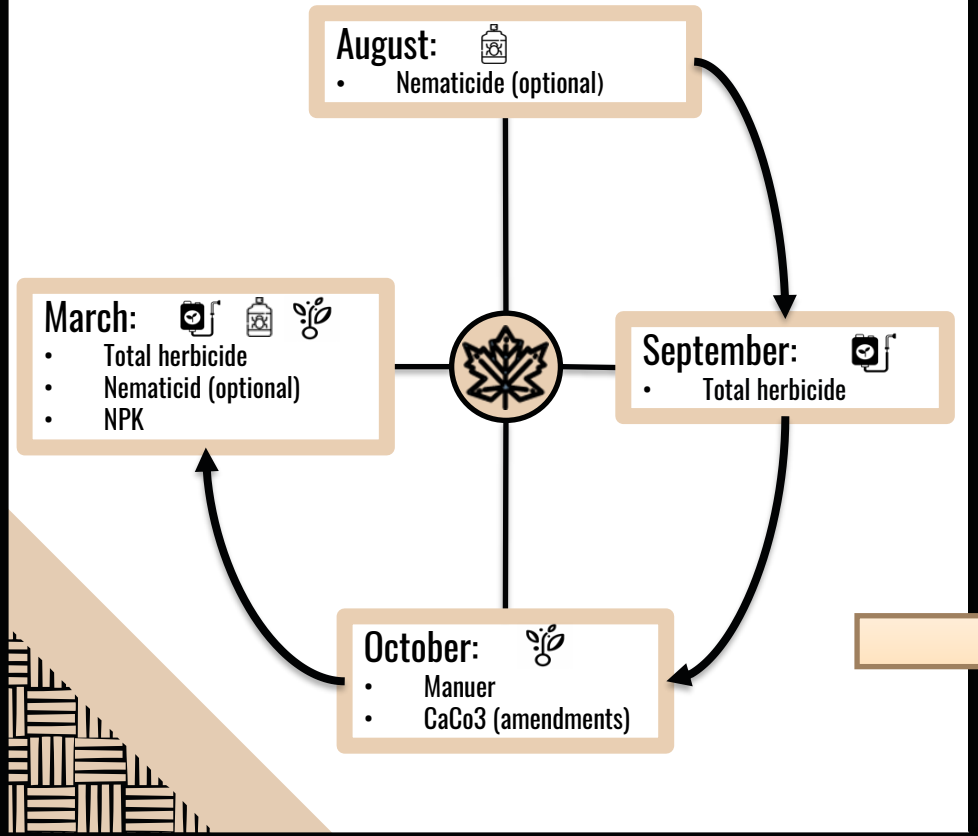
Bunch growth

Plasmopara viticola (Downy mildew)
Erysiphe necator (Powdery mildew)
Botrytis cinerea (Grey rot)

Foliar fertilization

Herbicides
Fungicide
Pesticide
Fertilizer

Land preparation



Costs

YEAR	COST	TOTAL (AVG)
III -IV	877 - 2922€	1900 €
II	614 - 2046 €	1330€
I	429 - 1432 €	930 €

Cost: 660 - 3723 €

Total (AVG): 863 €

Disease, pest control and fertilization plan. Ecological solutions

Vegetal rest

- Plasmopara viticola (Downy mildew)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)
  Louse

Sprout 10-15 cm

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
- Moth (Lobesia botrana, Sparganothis pilleriana)
- Fertilizer

After blooming

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
  Guignardia bidwellii (Black rot)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)

Sprout 3-5 cm

- Erysiphe necator (Powdery mildew)
  Botrytis cinerea (Grey rot)

Before blooming

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)
  Louse

Fungicide | Pesticide | Pheromonal traps | Fertilizer + Soil disinfection and disinsection

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Disease, pest control and fertilization plan. Ecological solutions

Berry growth

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)
- \+ Soil disinfection and disinsection

Bunch growth

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
- Moth (Lobesia botrana, Sparganothis pilleriana)
- Fertilizer

Before harvesting

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
  Botrytis cinerea (Grey rot)

Bunch formation

- Plasmopara viticola (Downy mildew)
  Erysiphe necator (Powdery mildew)
  Botrytis cinerea (Grey rot)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)

Fruit ripening

- Erysiphe necator (Powdery mildew)
- Mites (Panonycus ulmi, Eriophtes vitis, Empoasca vitis)

Fungicide · Pesticide · Pheromonal traps · Fertilizer · + Soil disinfection and disinsection

AGRO CONSULTING CLUB

Treatments costs - ecological

YEAR	COST
III -IV	798 €/ ha
II	599 €/ha
I	518 €/ ha

Annual cost: 798 €/ha

Equipments

WALLENTIN Disc Harrow

Classic LYRA Vineyard Plough

Celemens Radius Undercutter

Equipments

MCMS Warka Mower

Boxer ZM 200

Equipments

Manure & Fertilizer Spreader

Dia Polly 1000 Atomizer

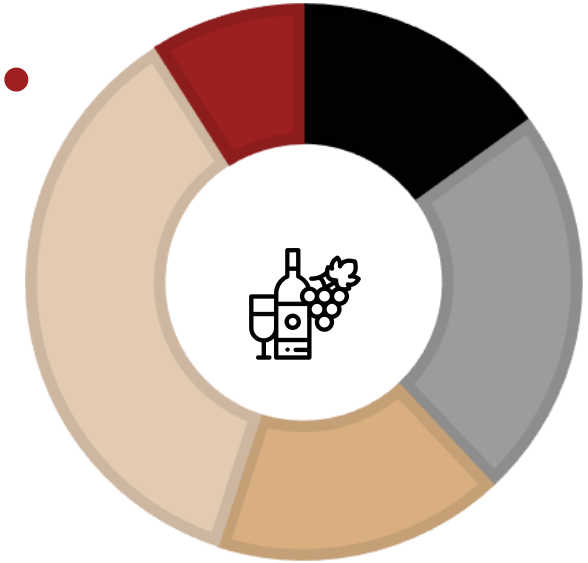
KUBOTA 100 HP

108.832,83 €

The division of the terrain – 23,5 ha

1,5 ha
Fetească neagră

11 ha
Pinot Noir



3 ha
Riesling de Rin

5,4 ha
Chardonnay

2.6 ha
Fetească regală

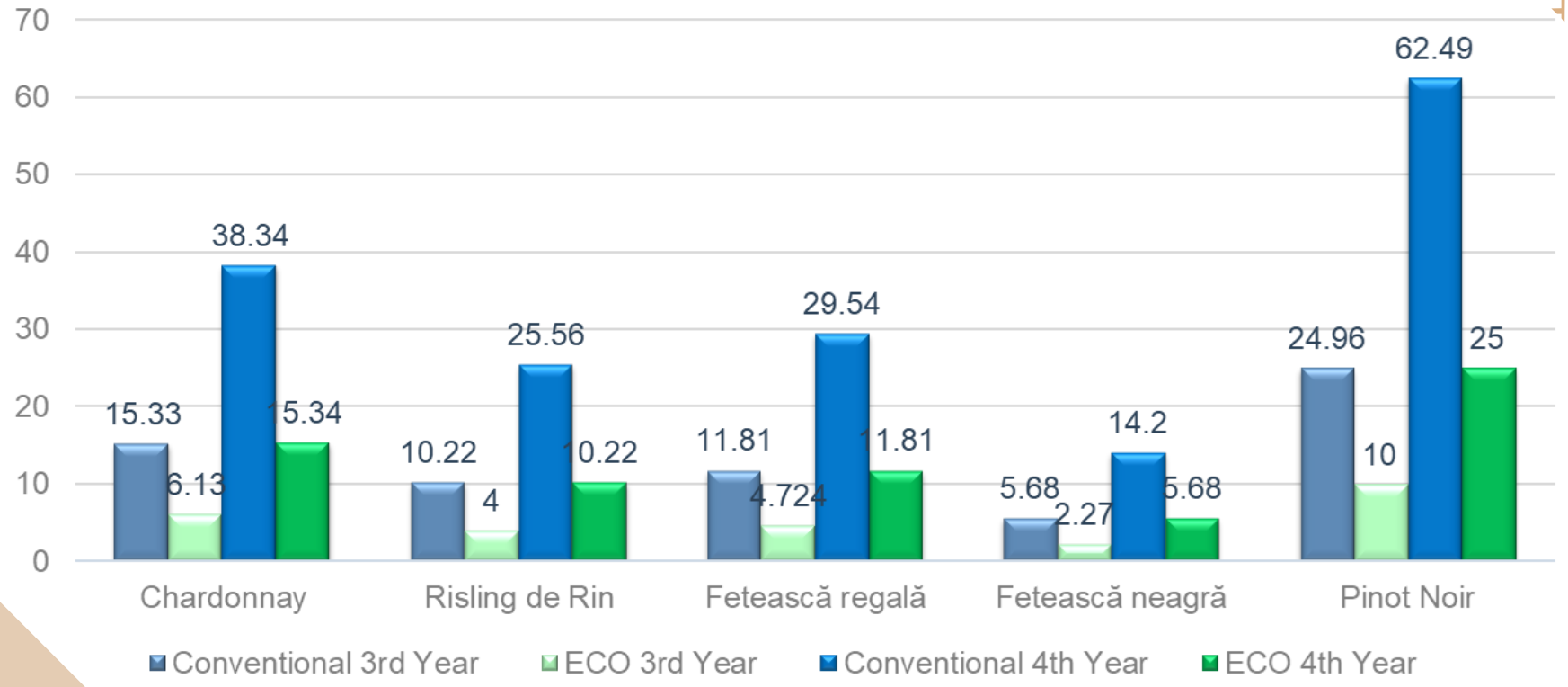
Conventional

Total production/year: 170,13 tone

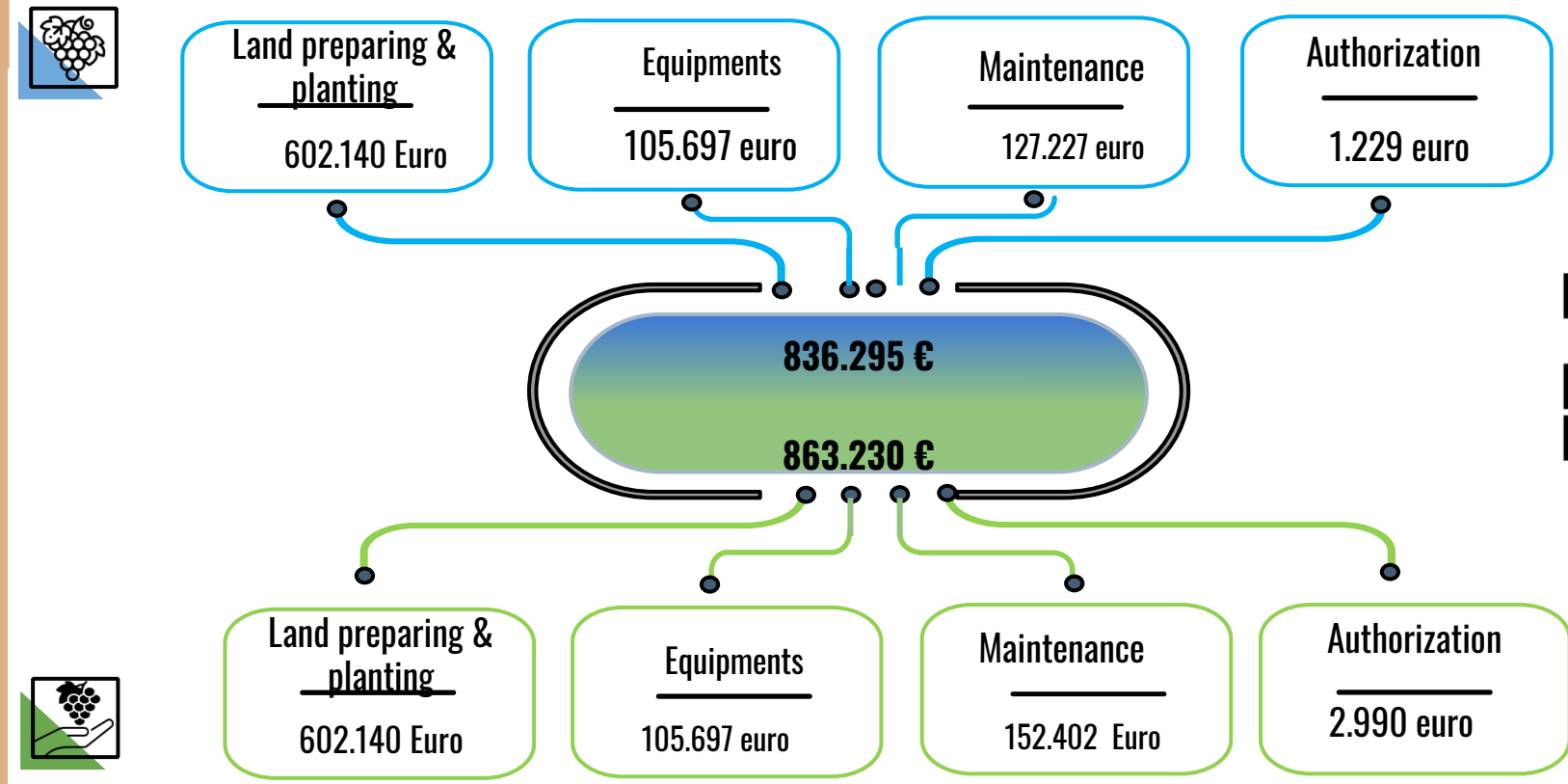
Ecological

Total production/year: 68.05 tone

Grape production - tons/year



Total establishment expenses-Conventional & Ecological (23.5 ha)



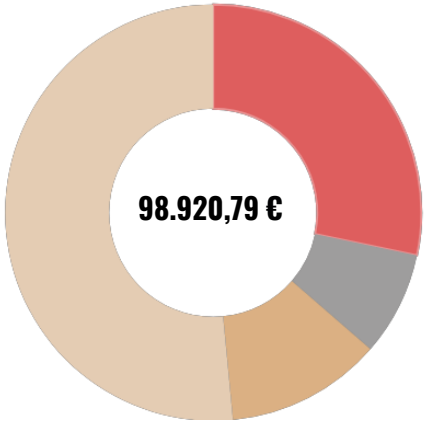
Annual Expenses
First 3 years of production

47% ANNUAL MAINTENANCE

30% SALARY EXPENSES

12% AMORTIZATION

11% OTHERS

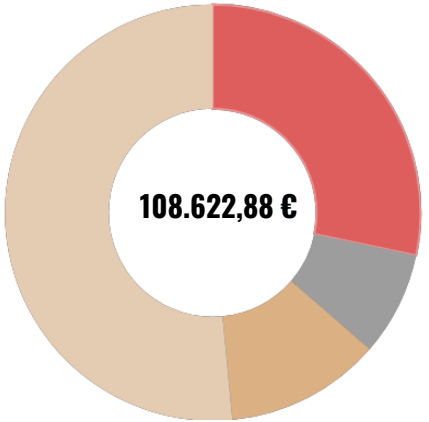


50% ANNUAL MAINTENANCE

28% SALARY EXPENSES

10% AMORTIZATION

12% OTHERS



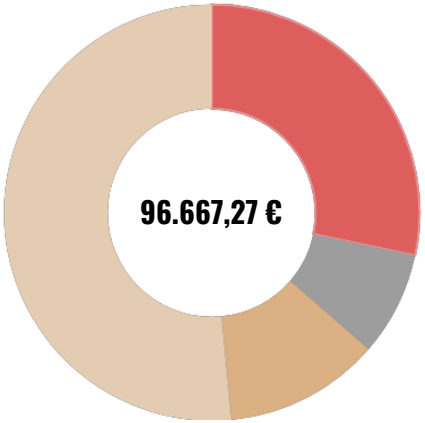
Annual Expenses
Year 4 & 5 of production

48% ANNUAL MAINTENANCE

31% SALARY EXPENSES

10% AMORTIZATION

12% OTHERS

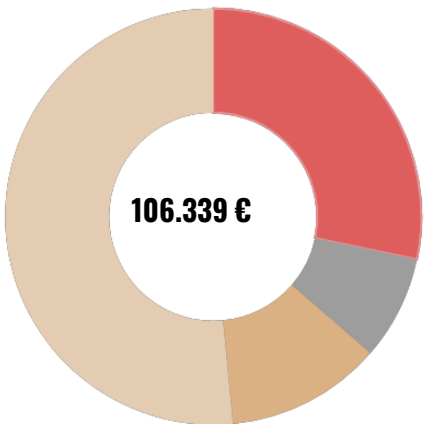


52% ANNUAL MAINTENANCE

28% SALARY EXPENSES

8% AMORTIZATION

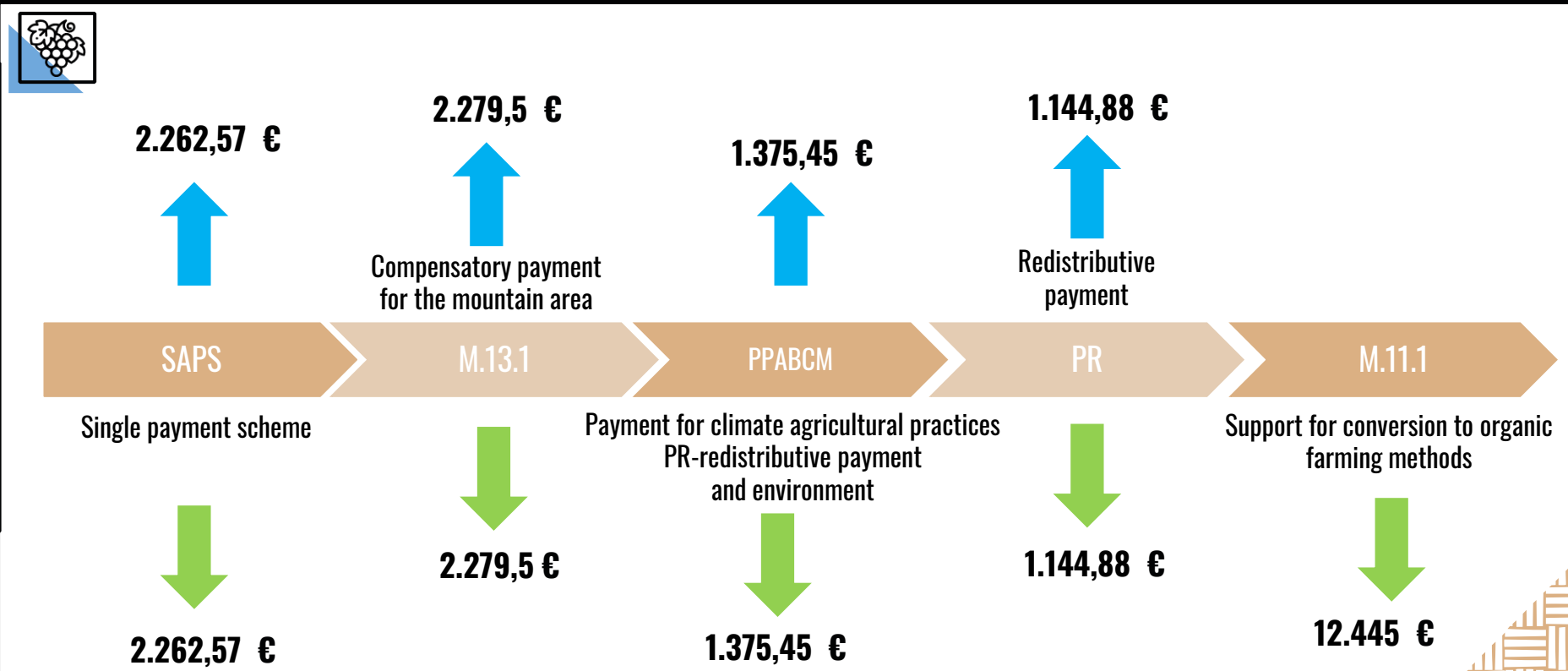
12% OTHERS



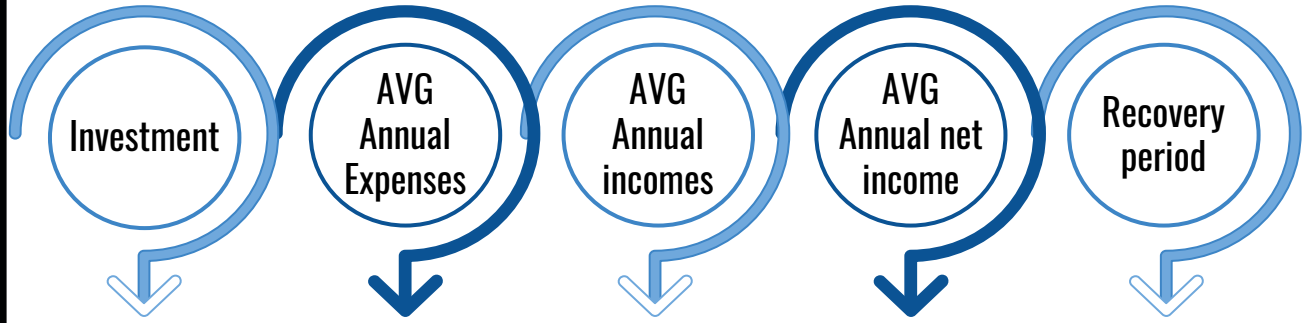
Income
Conventional vs Ecological

170.13 to	Production to/ year	68.05 to
98.921 €	Expenses /year	108.601 €
640 €/to	Price /to	1.756 €/to
544.416 €	Total income	**597.479 €**

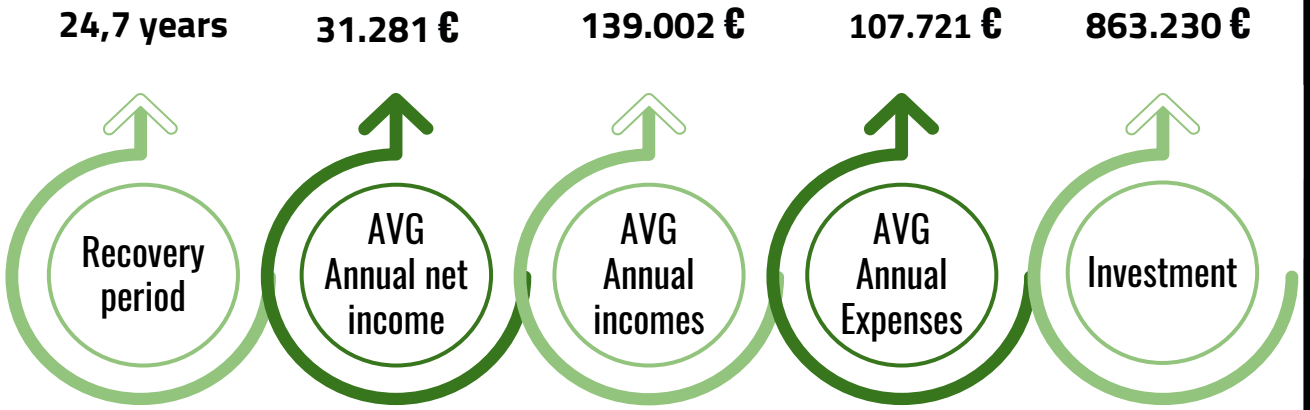
Conventional and Ecological income for 23.5 ha



Conventional indicators



Ecological indicators



Conclusions

Mechanized working

Maintenance costs are very similar for both systems

Similar costs for both systems

Weather as the biggest risk factor

Wine Production

Simina Resteman
Mara Jurje
Alexandru Oprisa
Bianca Stanca
Andrada Pop

Tabel of contents

01 Construction

02 Organization of production

03 Technological flow

04 The initial investment

05 Expenses and costs

Winery visits- inspirations



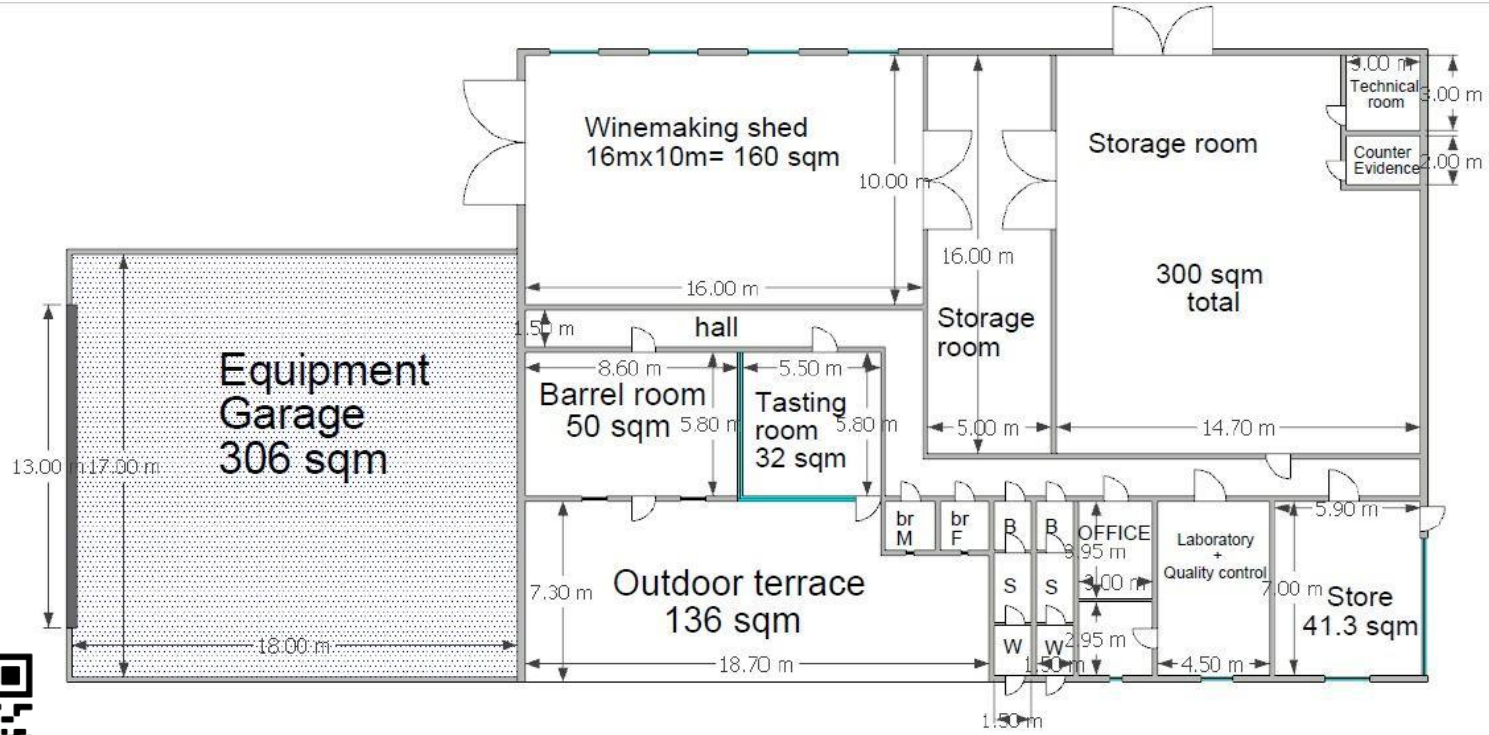








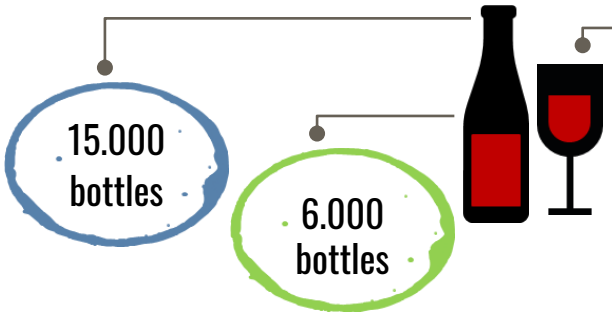
Winery sketch



Total area :704 sqm + garage 306 sqm

Total construction cost: 408.500 €

Production organization



Red wine

Feteasca Neagra
Pinot Noir

15.000 bottles

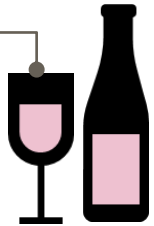
6.000 bottles

Rose wine

Pinot Noir

45.000 bottles

17.500 bottles

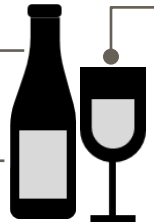


Sparkling wine

Riesling de Rin
Chardonnay
Pinot Noir

37.500 bottles

11.500 bottles



White wine

Chardonnay
Feteasca Regala

52.500 bottles

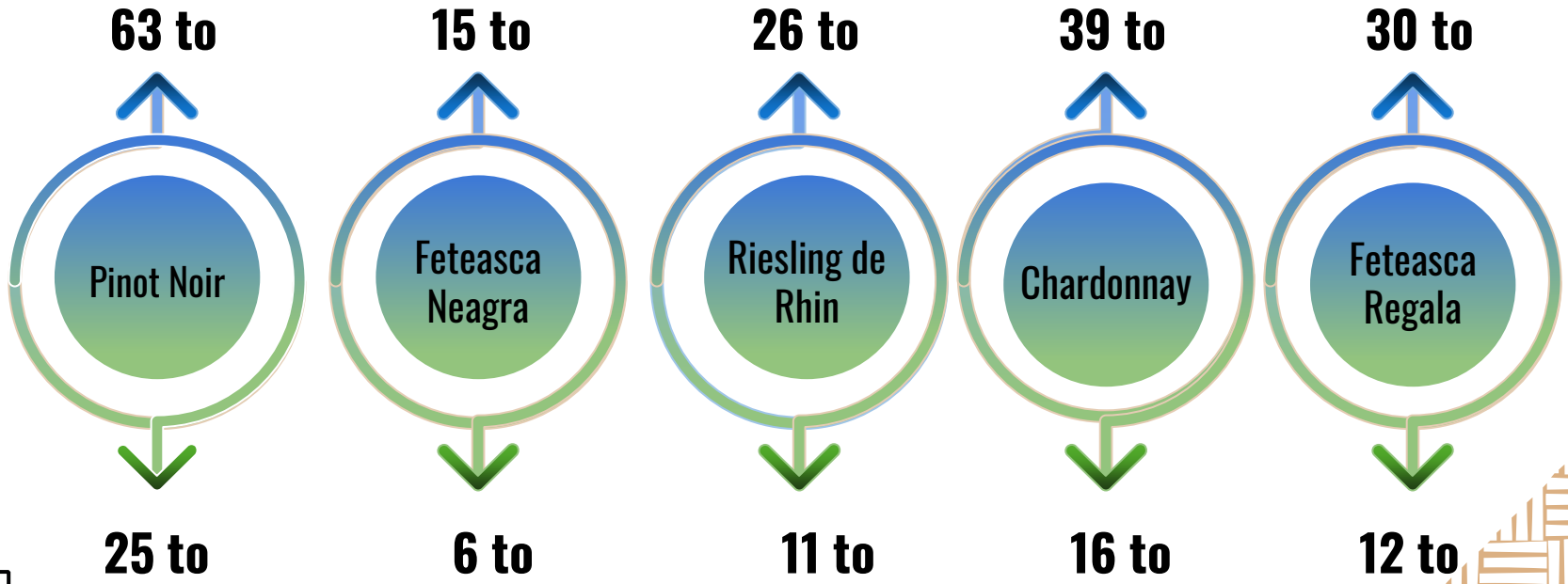
16.000 bottles

150.000 bottles total conventional

51.000 bottles total ecological

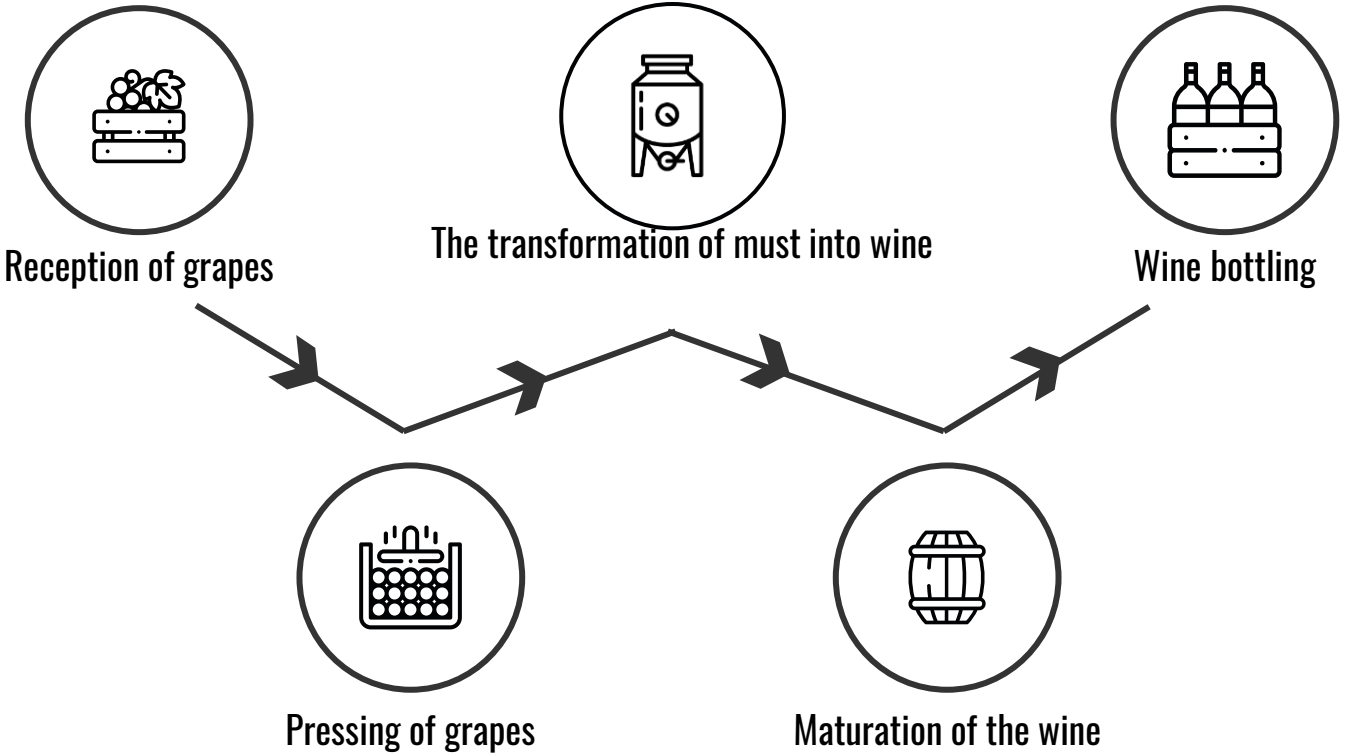
Raw material required annually

173 to total conventional

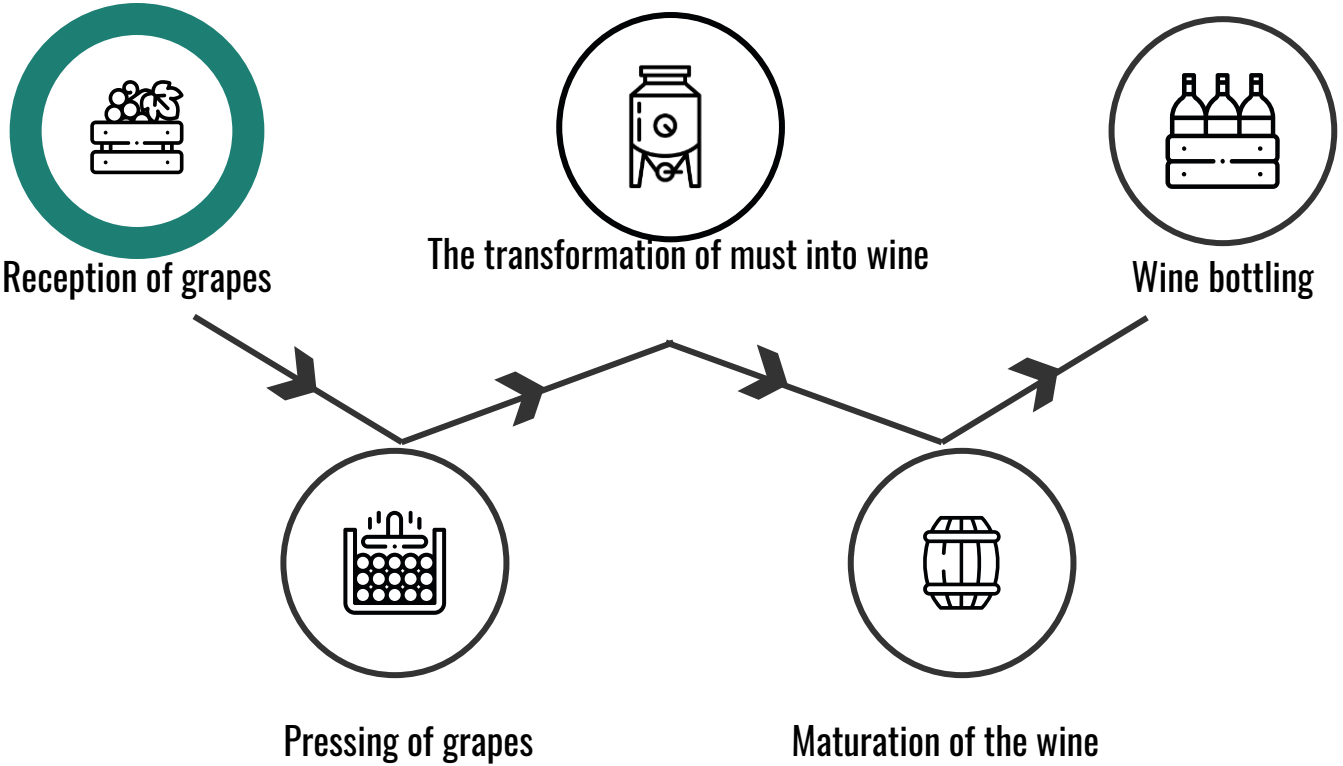


70 to total ecological

Technological Flow



Grapes reception



Grapes reception

Sorting table of grapes

1.500 €

50.000 €

Smashing machine and destemming

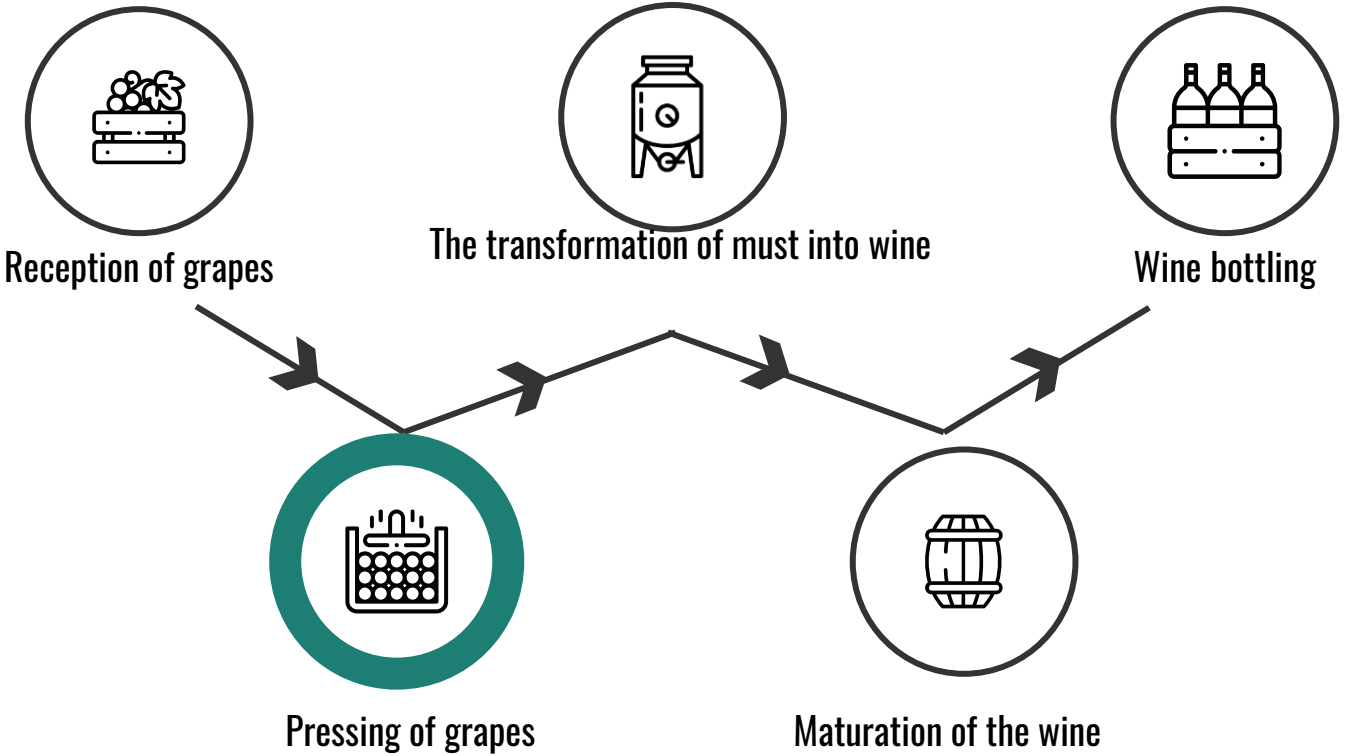
Conveyor belt for plant residues

20.000 €

6 to

30 min

Pressing the grapes



Pressing of grapes

Pneumatic press 14.000 €
Pomp 4.000 €

Red wine

Sparkling wine

Rose wine

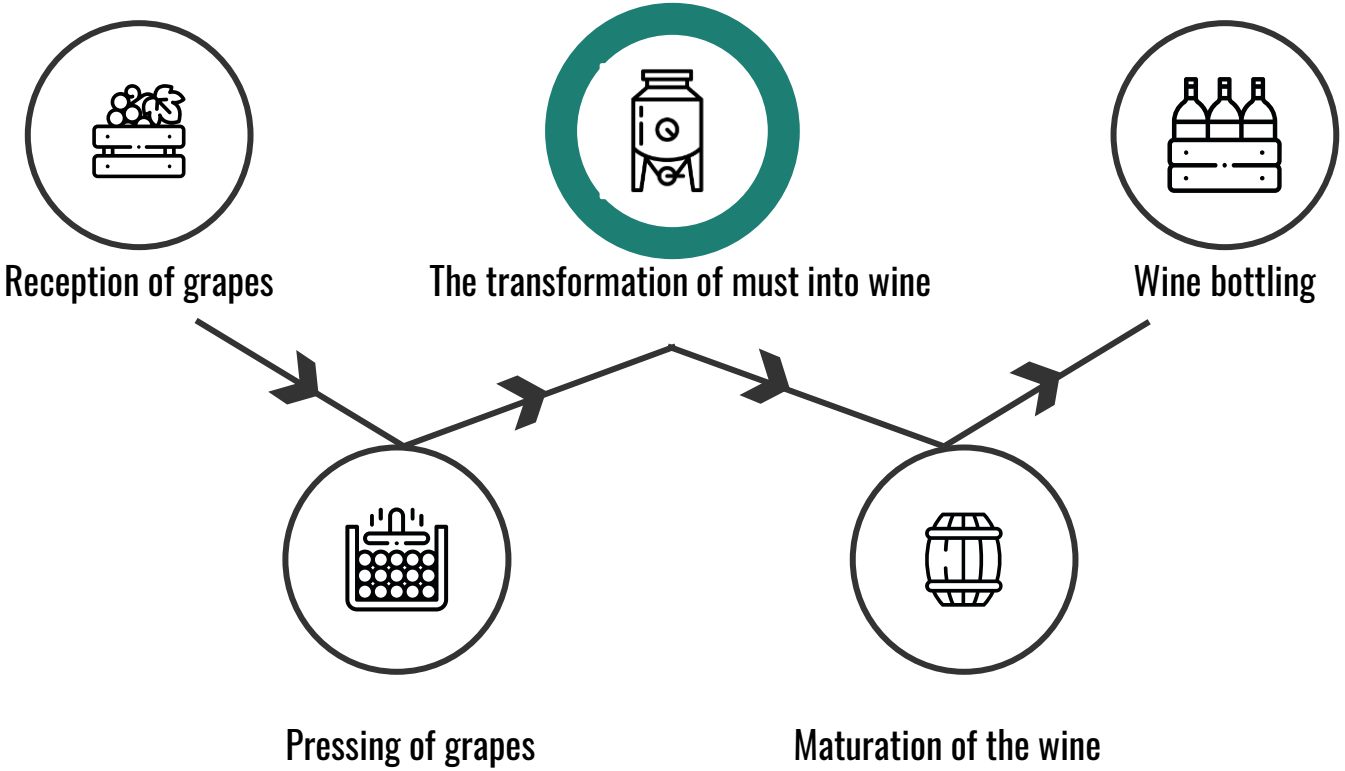
White wine

- Must ravac is draining right after crushing
- It's pressed - sparkling wine once, white wine twice
- The must is assembled

- After pulling the wine from pomace ,ravac wine is pressed once
- Then the must is assembled

Processing capacity 5-8 tons (aprox 30 min)

The transformation of must into wine



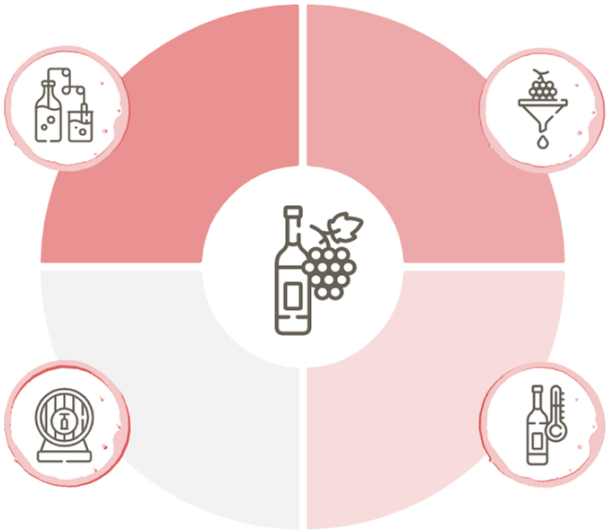
Steps in the fermentation of rose and white wine

Clarifying the must

Sulphur dioxide or bentonite

Filtration

Sulphur dioxide



Acidity correction

Different acids or bicarbonate

Alcoholic fermentation

Fermentative yeasts

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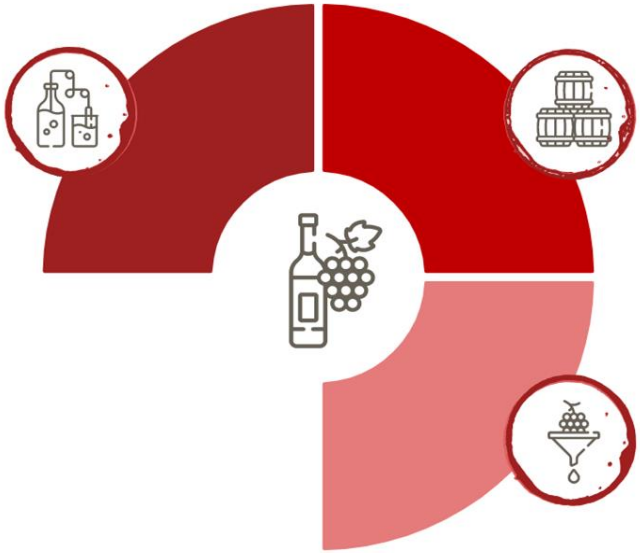
Steps in the fermentation of red wine

Alcoholic fermentation

Fermentative yeasts



Maturing in barrels

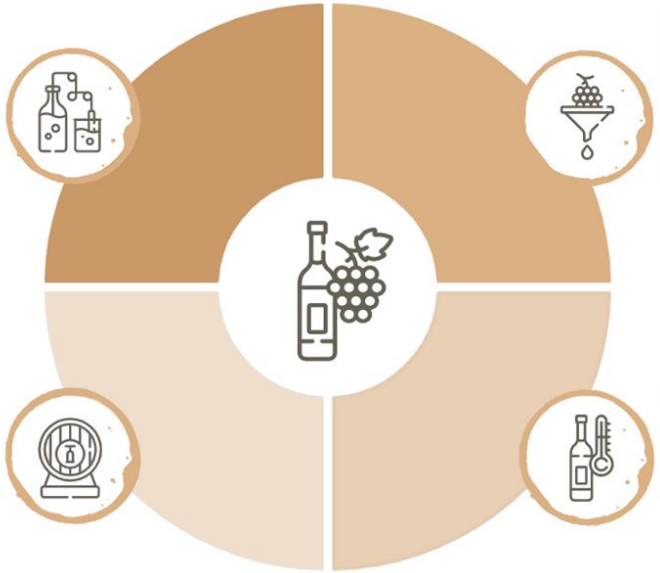
Filtration

Sulphur dioxide

Steps in the fermentation of sparkling wine- Champenoise/ Classical Method

Fermentation 1 of the base wine

Freezing and disgorging the wine
Administration of draft liquor



Wine blending

Fermentation 2
The administration of yeasts=> triggering the bubbles

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Equipment for fermentation

50 hl tank- 5.000 €
100 hl tank- 10.000 €

5 tanks 50 hl and 2 tanks 100 hl
Classic tanks with heating and cooling system

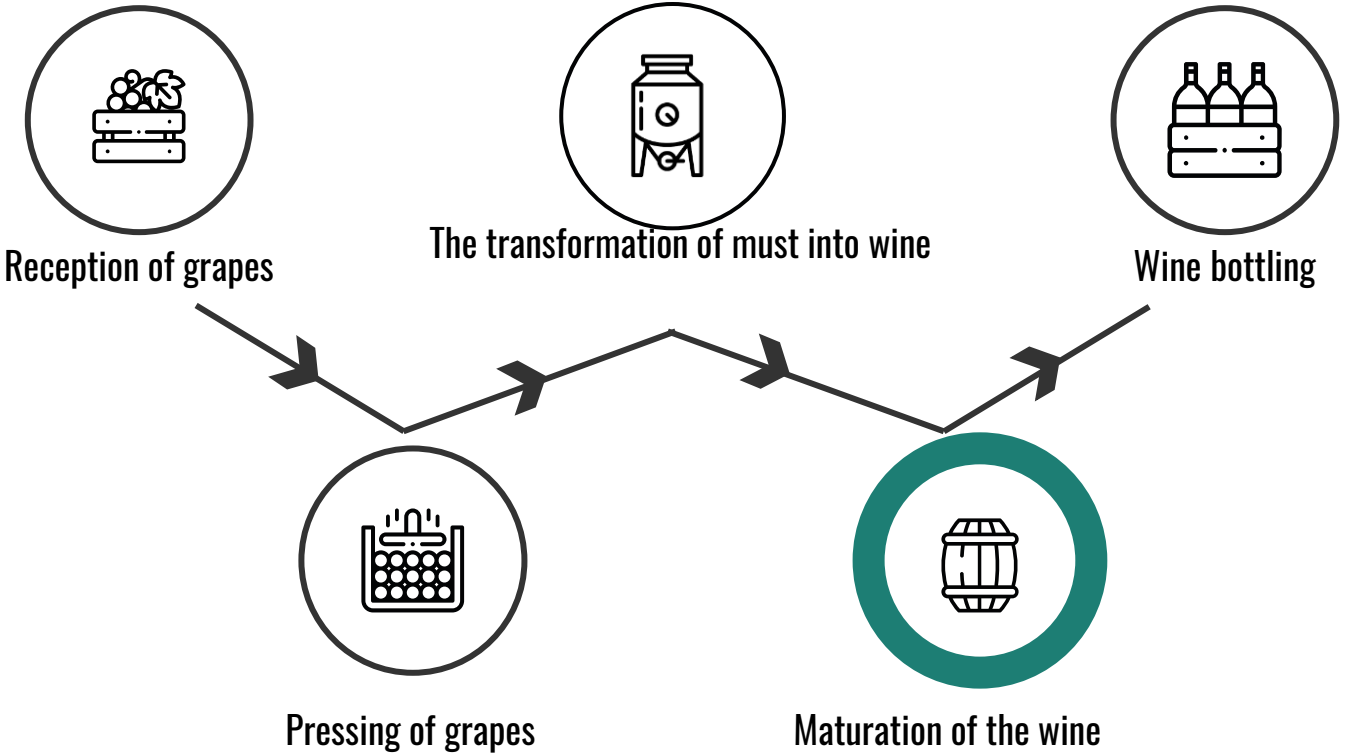
White wine tank

Red and rose wine tank

6 tanks 50 hl and 2 tanks 100 hl
Recirculation system of the pomace

50 hl tank- 15.000 €
100 hl tank- 30.000 €

Maturatin of the wine



Wine Care

1. After fermentation the wine unstable, so it can't be consumed (taste of yeast, impregnated with CO2) .
2. The wine must be kept in the cellar where it will be subjected to trials (filling gaps, periodic sulphite ,homogenizing, blending corrections -tannin,acidity,color-)
3. Is kept at temperatures of 8-14 degrees with humidity of 80 percent

Maturation of the wine

Access to air

High temperature

Fast and strong oxygenation

Duration between 0,5-1,5 years

Necessary barrels : 70 pcs

300 € / pcs

Blending of red wines

Pinot Noir 15%

Feteasca Neagra 85%

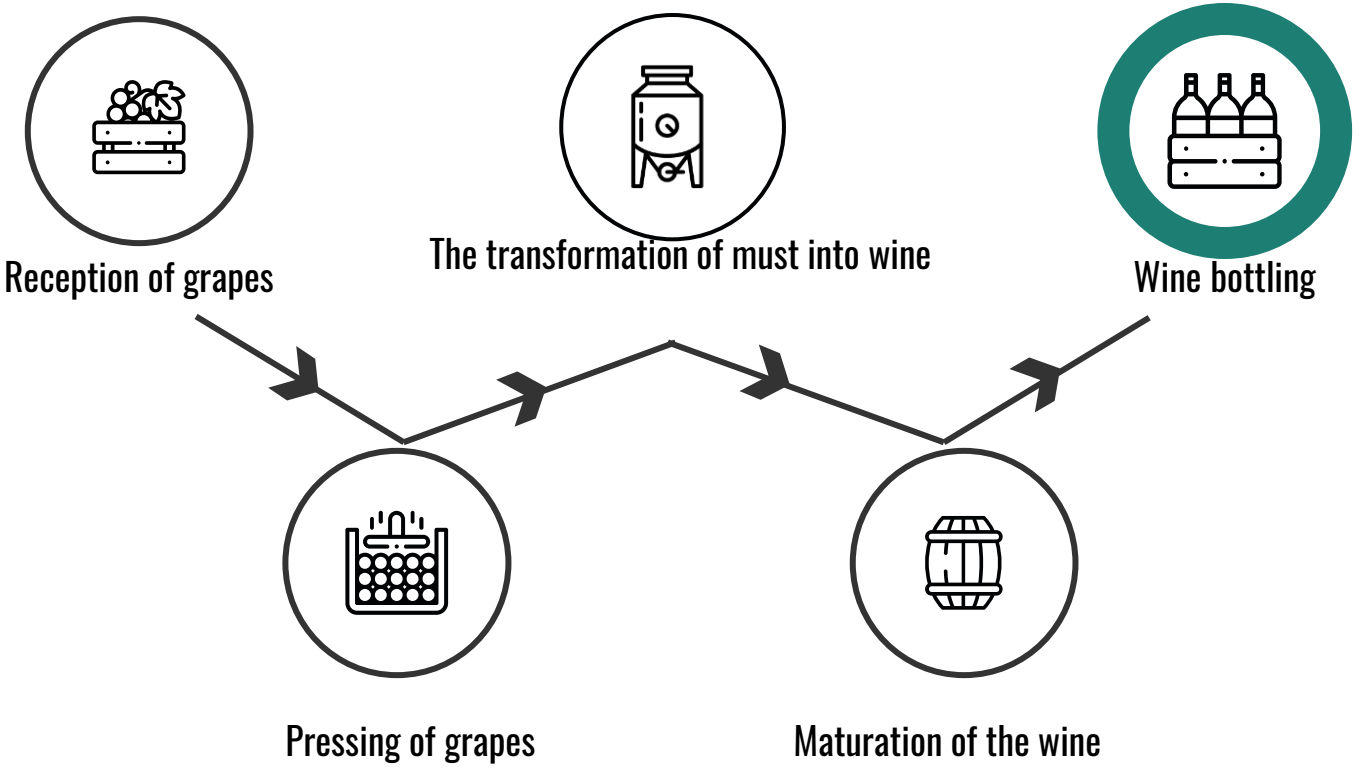
Blending of sparkling wines

Chardonnay
20%

Riesling de
Rhin 60%

Pinot noir
20%

Bottling and storage



Equipment for fermentation and maceration

the bottling line
the clearing line
capacity: 500 pcs/h

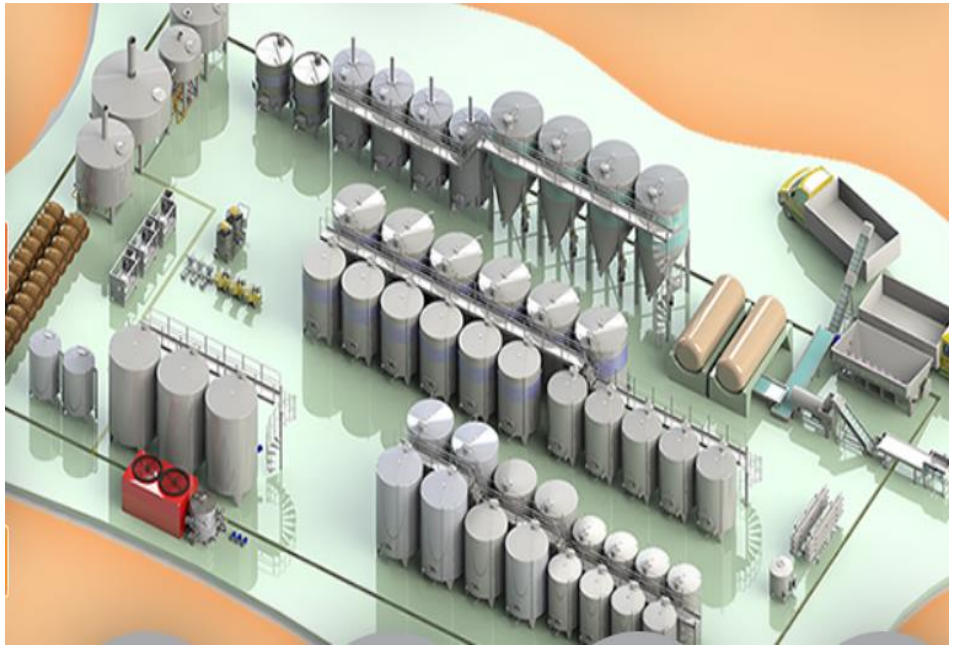
Sparkling wine - 25.000€

Still wines - 75.000 €

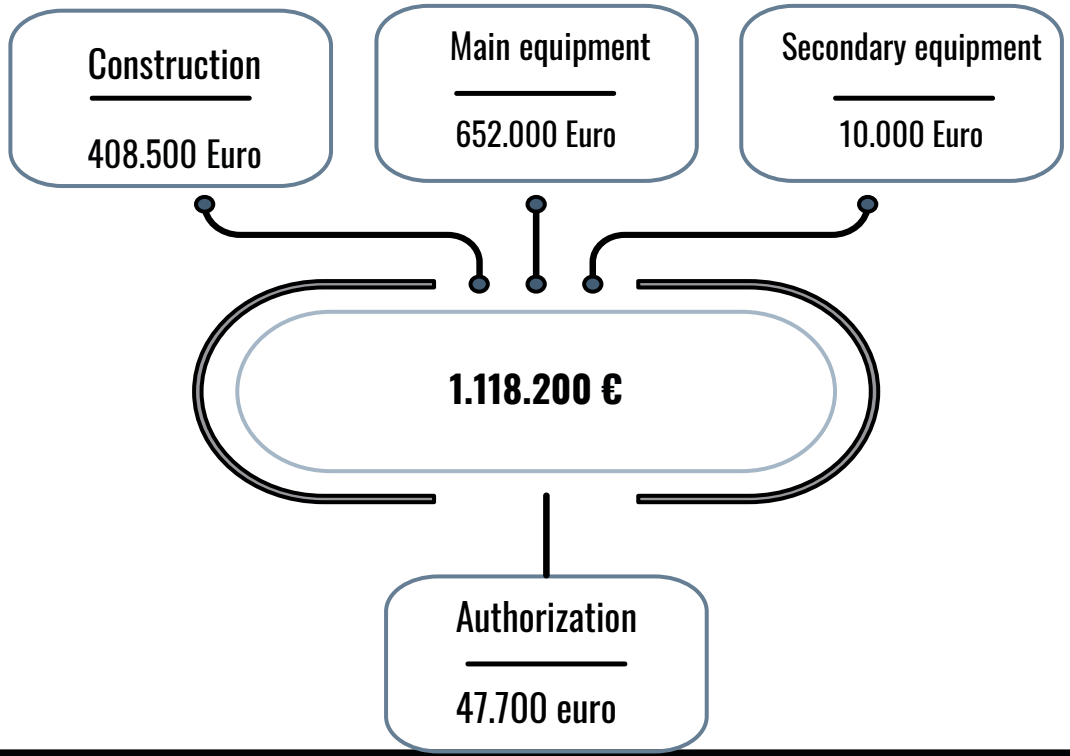
the bottling line
filling line and screwcap
washing /drying line
labeling line
packing line
capacity: 500 pcs/h

Other equipment for wine operations

- Flexible rotor pump
- Storms and storms
- Cooling systems
- Aerotherms
- Nitrogen and steam installation
- Box pallet
- Electric lysis
- Compressor
- Filter pumps
- Gyro pallets



The initial investment for the winery



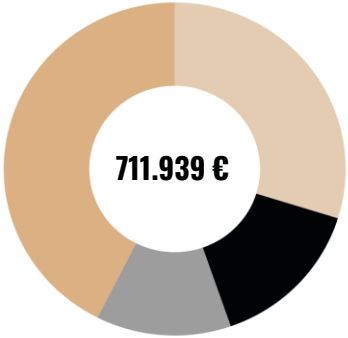
Annual Expenses

72%
RAW MATERIAL

13%
BOTTLING ACCESSORIES

8%
EMPLOYEE

7%
UTILITIES

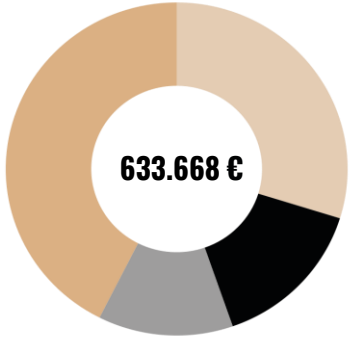


69%
RAW MATERIAL

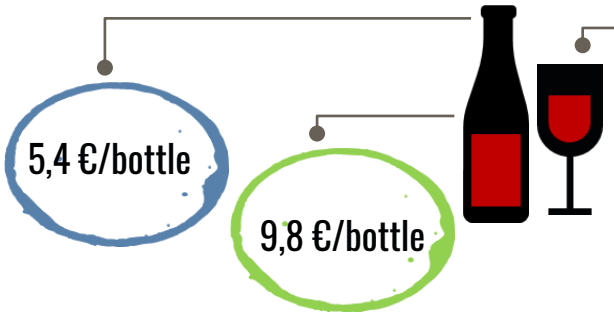
14%
BOTTLING ACCESSORIES

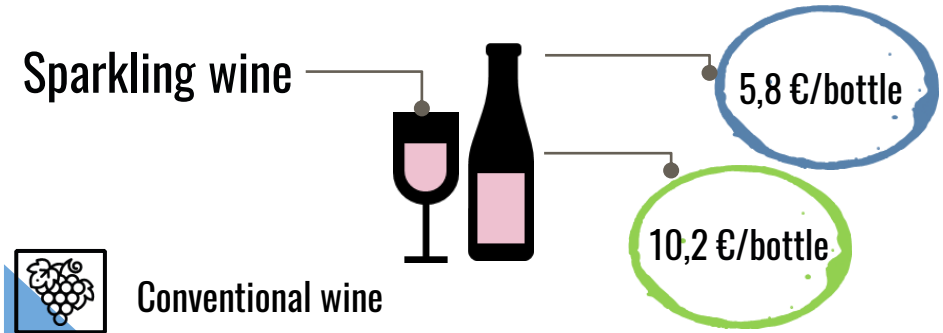
9%
EMPLOYEE

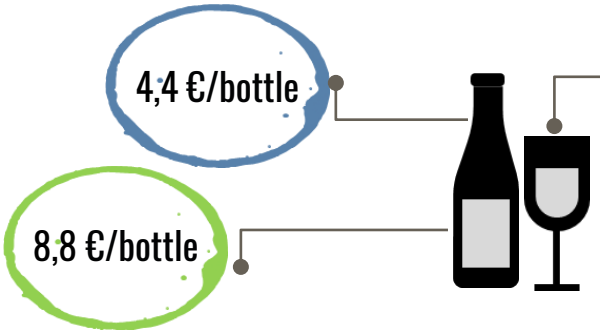
8%
UTILITIES



The cost of wine







Conventional wine

Ecological wine

Conclusions

Possibility of expanding of the processing line from 180 tons annually to 240 tons annually

Small differences between the production of ecological and conventional wines

Fermentation treatments and yeasts are different for every types of wine and winemaker

High price volatility, so it is difficult to estimate in the long term

Sales

Table of contents

01 Story of winery

02 Marketing strategy

03 Sells channel

04 Financials

Story of winery

story of winery

Marketing strategy

QUALITY PRODUCTS

LOYAL CUSTOMERS PROMOTIONS

SOCIAL MEDIA

GOOGLE ADS

WEBSITE

WINE FESTIVALS PARTICIPATION

INFLUENCER MARKETING

MARKETING STRATEGY

We will focus on the quality of products and will try to make ourselves known through different channels

Festivals

Participation to wine festivals brings visibility and awareness

Competitions

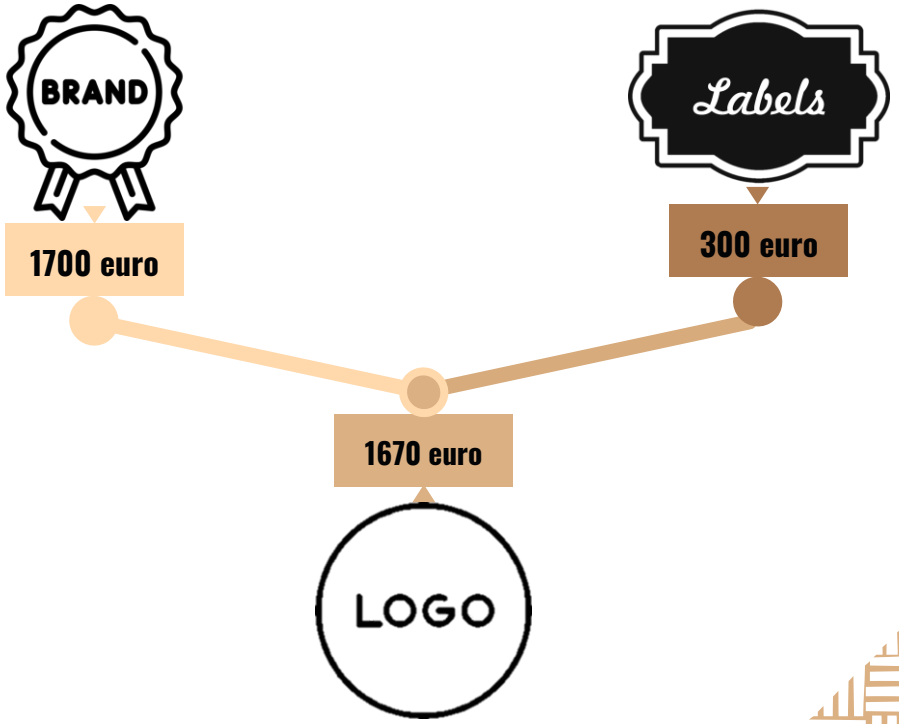
INTERNATIONAL WINES · BEER · SPIRITS FAIR
BERLIN

THE CHAMPAGNE
& SPARKLING WINE
WORLD CHAMPIONSHIPS

31st GRAND INTERNATIONAL WINE AWARD
MUNDUS vini
GOLD
MEININGER 2022

The participation to wine competitions adds an extra proof of quality to customers

Branding & Labels



The branding, LOGO, labels and marketing will be made by specialists, each operation having different costs.

Appendix 4.1

Go–to Market

Sales will be made through collaboration with specialized distributors and own stores

Distributors

CRUSH WINE SHOP

Head office:
Satu-Mare

Head office:
Oradea

ReWine

WINERY

Head office:
Bucharest

Head office:
Bucharest

ALMA TIM DISTRIBUTION

Distributors have a larger sales area, thus reaching customer faster.

Potential partners

OTOTO

DE SOI

LA PRĂVĂLIE

Being a Romanian brand, we choose to collaborate with groceries and concept stores that support local producers

Location for the store

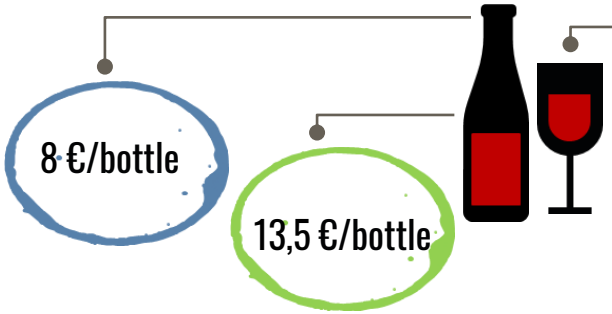
HABERMANN MARKT

- In the center of Sibiu
- Existence of parking space
- Large flow of people
- Price: started 15euro/mp

MĂRĂȘTI, CLUJ-NAPOCA

- On the main street
- Existence of parking
- 83 square meters
- Price: 950 euro/ month

Wine portfolio



Red wine
Fetească Neagră

8 €/bottle

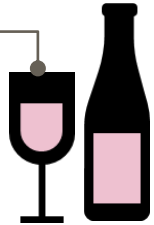
13,5 €/bottle

Rose wine
Pinot Noir

6,2 €/bottle

10,5€/bottle

Sparkling wine
Resling de Rhin



8,5€/bottle

14,5 €/bottle

White wine
Chardonnay
Fetească Regală

6,5 €/bottle

12,5 €/bottle

Conventional wine

Ecological wine

Annual Expenses

87.17%
BOTTLES

3.64%
MAINTENANCE
MARKETING
WINE TASTING

3.02%
RENT
UTILITIES

5.69%
EMPLOYEE

0.49%
FESTIVALS

83.55%
BOTTLES

4.85%
MAINTENANCE
MARKETING
WINE TASTING

4.03%
RENT
UTILITIES

7.58%
EMPLOYEE

0.65%
FESTIVALS

Conclusion

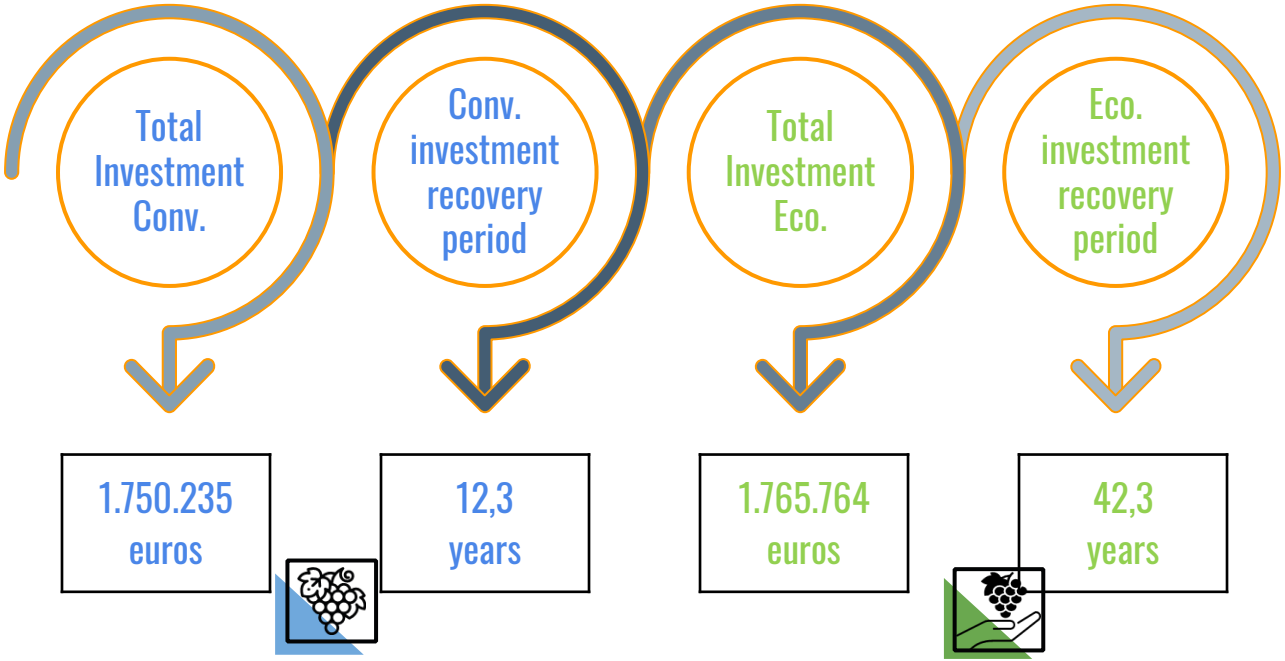
To sell through several channel is opportune for our entry into the wine market

At the present moment organic wine is more successful in the nordic EU countries

The prices of wine are high due to the production costs for a high end wine

FINAL VERDICT

1. Similarity of initial investment
2. Large differences in production volume
3. Efficiency of expenses in the ecological system



Our judgement on:

Conventional vs. Ecological approach