



Wine Marketing: Travel Through Wine

By Gary Gottfried

There is something very special about wine .. or I should say “some **things**”. As a well over \$60B+ domestic industry Pre Covid when combining both on and off premise, it is over 4 times larger in dollar volume than the seafood industry. It is therefore an area that all food businesses should pay close attention to today and looking into the future.

Paying at least some attention to the category now will pay off in the long term as you have it not only generating some current revenue, but you are up to date and ready to maximize sales opportunities as we look ahead to post Covid.

We have many wine marketing ideas and tips, although admittedly, many of them will be more impactful as we get back to some form of normalcy. There are, however, ones that can be implemented today and fulfil not only your interest to sell wine, but more importantly cater to your customers. Here's one of those ideas.

We are all still looking ahead to when we can feel comfortable that regular dining will return to normal (or closer to it). At the same time, customers are looking forward to not only the same as you in restaurants, as well as when they will be able to resume travel comfortably whether domestic or international. Each individual will have their own sense of comfort on when, however, in the meantime, how about using wine as helping them travel and explore through wine in advance of actually going there.

The idea would be to create a variety of wine experiences using wine from various regions of travel interest whether domestic (i.e. CA, OR, WA, NY, TX, etc.) or International (Spain, France, Portugal, South Africa, etc). Offer the wine for sale whether dine in or take home (where legal) and consider having offerings available on a regular or a special basis. Special food pairings may be afforded at any time. To add an extra touch simply include a little educational material on the wine or the wine region featured.

Wineries would be more than happy to provide their info and tourist sites certainly would welcome

promoting their areas. Use a trusted wine rep(s) as a resource for wine material and wine suggestions, while going to Chambers of Commerce, AAA, or local tourist resource centers for materials on places to go. Going that extra mile adds value and warrant a margin (and hopeful tips) for making that effort. For more ideas. Stay Tuned.

Gary R. Gottfried is a Co-Founder of Silvadore Brands (<https://www.silvadorebrands.com>), a Wine Essentials business, and has over 30 years in the food and wine industry. He chairs the Specialty Foods Association Preparedness and Education Working Group. He is also the Principal of Crosslink Marketing. He can be reached at (440) 463-4663 and/or gary@silvadorebrands.com.

Have you subscribed yet? www.FBLmag.com

[FB&L]

FOOD, BEVERAGE, & LABOR COST CONTROL QUARTERLY

F I F T H A N N U A L

FOOD, BEVERAGE, & LABOR COST MANAGEMENT SUMMIT

Monday, 04/19/2021 | Georgetown University SCS
640 Massachusetts Avenue, Washington, DC 20001
Postponed to Monday, 04/18/2022

Monday, 04/26/2021 | Nationwide Hotel & Conference Center
100 Green Meadows Drive S., Lewis Center, OH 43035 (Columbus area)
Save the date: Monday, 04/25/2022

Download the conference brochure for the full agenda!
Register at www.RestaurantInstitute.com/events/