

HOW TO BRING TO MARKET WINES IN THE \$20 – \$40 SRP RANGE IN TODAY’S DYNAMIC MARKETPLACE

Bill Leigon, President

Jamieson Ranch Vineyards, Moderator

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Duckhorn Wine Company

Scott Edwards, COO

Foley Family Wines

Dan Zepponi, President and CEO

Cuvaison Estate Wines





JAMIESON RANCH
— VINEYARDS —

The Evolution & Consolidation of the Wine Distribution System

Bill Leigon
Founder, Jamieson Ranch Vineyards

State of the Market

Date	Wineries	Distributors	Ratio
1980	1,250+	5,000	4:1
1995	1,800+	3,000	1.6:1
2015	8,000	650+	1:12.3
2017	9,091	624	1:14.5

Top 10 Wholesalers do 60% of business

550,000 Retail Outlets

@ 86.5 Million Consumers of wine