

Wine Vision
Founding Winery Members Luncheon
Friday, April 16, 1999
Sutter Home winery, St. Helena, California

In attendance

Beringer Wine Estates, Walter Klenz, President
Bronco Wine Company, Fred Franzia, President
C. Mondavi & Sons, Marc Mondavi & Sons, VP Sales & Marketing
Canandaigua Wine Company, Bert Silk, Sr. Vice President
Chalone Wine Group, Philip Woodward, Chairman
Delicato Vineyards, Eric Morham, President & CEO
E. & J. Gallo Winery, James Coleman
Fetzer Vineyards, Paul Dolan, President*
Franciscan Estates, Jean-Michel Valette, President & CEO
Golden State Vintners, Jeffrey O'Neill, President
J. Lohr Winery, Jerry Lohr, President
Kendall Jackson Winery, Paul Ginsburg, Executive Vice-President
Louis B. Martini Winery, Michael Martini, VP & Winemaker
Robert Mondavi Winery, Herb Schmidt, Vice President
Sebastiani Vineyards, Don Sebastiani, President
Stimson Lane Ltd., Allen Shoup, President
Sutter Home Winery, Louis "Bob" Trinchero, Chairman & CEO
Turrentine Wine Brokerage, William Turrentine, President*
UDV Wine Group, Joe Aiken, Winemaker, Beaulieu Vineyards
UCC Vineyards Group, David I. Freed, Chairman*
Wine Alliance, Jon Moramarco, President
Wine Industry Symposium Group, Kathryn Archer, President*
Nuffer, Smith, Tucker, Cynthia Carson and Kerry Tucker, Strategic Planners*

Absent

Franzia, The Wine Group, Art Ciocca
Korbel & Bros., Inc., Gary Heck
Seagrams Classic Wine Company, Sam Bronfman
Wente Vineyards, Philip Wente

* Planning Committee Members

Paul Dolan , President of Fetzer Vineyards, began the meeting with a discussion of why the WineVision process started and how a unified industry approach to issues confronting the wine industry or not yet known could "grow" the wine industry and set goals for the future.

Bill Turrentine, President of Turrentine Wine Brokerage, then presented an overview of the Australian Strategy 2025 plan and why a plan for the American Wine Industry in the 21st Century would collectively help us focus our efforts on strategies in this regard.

Paul Dolan continued the discussion on why he was involved in the process and what steps had been taken initially. He said that with a sluggish demand on the consumer side and grape supplies increasing, an industry wide project would be an opportunity to pull existing organizations together for specific purposes.

Various members of the group reacted to the ideas presented.

Kerry Tucker, the strategic planner asked the questions: Are there any megatrends in the market place or most pressing forces that we can define. We would then commit to a study on what we could do as an industry for a specified amount of money and time. He discussed a vision that leverages existing resources and attacked critical success factors. The movement needs involvement from the right players and organizations and a commitment to implementation. Progress also needs to be monitored. Overheads are enclosed.

Kerry Tucker then report on the next steps which are:

April 27th General Meeting at Wente Vineyards in Livermore

The purpose of the meeting is to give a general overview to the entire community.

June 7-8 A Dialogue about the Future with a Selected WineVision Team of 40-50 industry leaders

What megatrends will effect the wine industry

What are the most pressing issues

How can we move forward in a competitive way in a new global food system.

What are critical the industry's critical factors for success

Where are we today and where do we want to be

The goal would be to develop a plan by January 1, 2000

Cynthia, Carson from Nuffer, Smith Tucker also talked about interviews she had made to date and common themes she noticed.

It was agreed to proceed with the first phase which is estimated to cost \$50-100,000 and to have a review meeting on June 28th to decide if the group should proceed.

Attachments:

Nuffer, Smith Tucker overheads

April 27th Meeting Announcement & Map

WineVision Founding Winery Membership List

