

CUSTOM
CRUSH
FACILITY

ADELAIDE HILLS

Lodestone



Wine Production

Over 30 varietals

Bottles range from \$15-\$100

Sauvignon Blanc, Pinot Gris, Chardonnay, Pinot Noir, Shiraz

70%

White Wine focused production

80,000

Bottles produced annually



Current Sales Strategy

Catered to local wineries without a winemaking production facility or wineries with surplus grapes.



Strengths

- Increased focus on quality assurance
- Discreet for customer satisfaction
- Wide range of varieties

Weaknesses

- Devoid of social media and marketing presence
- Sales do not surpass the expenses of the facility

Power Statement



Lodestone winery's entire focus is centered around making quality wines for you and your company.

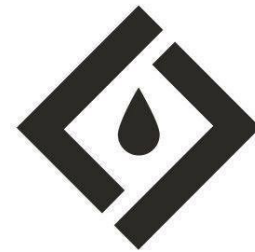
Customers trust our ability to make wines that exceed their standards and current ability while focusing on them throughout the whole process.

Wine labels use our services to maximize their ability to focus their interests on growing the perfect grapes for the best wines in South Australia.



New Sales Plan Part 1

- Develop website and establish social media presence
- Example of a 'custom crush' website



LODESTONE

Wine & Olives



New Sales Plan Part 2

- Promote Sparkling Wines
- Distinguish our product as a novelty wine
- Impact on sparkling wines in Adelaide Hills

Eight years ago, the Lodestone Winery near the small town of Mt Torrens began offering a mechanised service to produce sparkling wine using the otherwise labour-intensive méthode traditionnelle. The méthode process includes instigation (adding yeast and sugar to facilitate an in-bottle secondary fermentation), riddling (periodically turning bottles to accumulate the yeast deposit into the neck) and disgorging and corking (the process that removes the yeast from the bottle).

	\$20-\$30
	\$30-\$50
	\$50-\$100

SUPER PREMIUM

Great handmade wines from medium-large production wineries. Expect terrior, typicity and an element of craft.

ULTRA PREMIUM

Great-quality, handmade, excellent-tasting, cellar-worthy wines from producers from small to large.

LUXURY

Excellent wines from top wine regions and

New Sales Plan Part 3

- Emphasize quality of wine and production to new clients
- Super Premium - Ultra Premium
- Expensive to produce at lodestone
- Advertise that to clients to establish quality/prestige of the wine

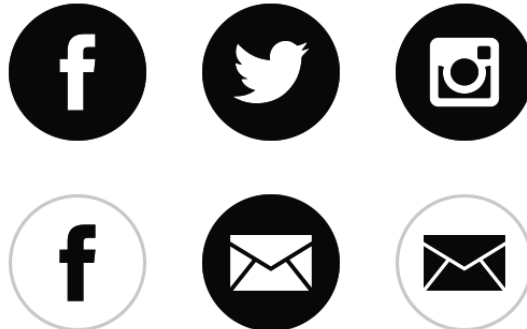
Goals and Expected Outcomes:

Social media and website platforms → increase in clientele

Emphasizing sparkling wines → make the business look unique

Marketing to more prestigious wineries → maintain high quality clients

Target segment & marketing mix changes



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