



SONOMA CRAFTSMAN CELLARS

CLIENT PROFILE

The founder is a third generation mason, and has built stone, block, and brick masonry for wineries and residences across the wine country since 1972, and has been a Bennett Valley grower since 1981, growing Sauvignon Musque and Semmlon, extensive testing proved the vineyards better suited for Pinot Noir.

Sonoma Craftsman Cellars will be a new wine brand from the newest and smallest AVA, the Bennett Valley AVA. The first harvest for the brand is fall 2012, and a new rich Sonoma Craftsman Cellars Pinot Noir will ship in 2014.

CHALLENGES

This will be the premier release of a limited production wine from a relatively unknown, but very exclusive Sonoma AVA. The brand must establish itself during the two years prior to the product availability. The brand represents the authenticity and quality expectations of the product release. The wine will initially be sold through direct to consumer channels.

SOLUTIONS

Develop a program that sells a handcrafted Pinot in new way through innovative partnerships, technologies, packaging, and events. The Sonoma Craftsman Cellars story hinges on the terroir, the reputation and the exclusivity of the Bennett Valley AVA, including fellow growers and fellow vintners. Unlo developed a two year Go-to-Market plan leading to the first shipment. The plan utilizes the AVA community, and the steps of creating a wine; the harvest, the crush, barrel tastings, and bottling to create to establish advocacy and desire for the brand. The plan includes private barrel tastings, Bennett Valley group tastings and vineyard tours, media outreach, and social media.

RESULTS

Establish a network of evangelists aware of the Sonoma Craftsman Cellars brand and the Bennett Valley AVA. The evangelists communicate the product quality and availability to a growing audience building to the 2014 release and beyond.



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