

WINE BUSINESS

BUYER'S GUIDE 2024

**Connecting Wine Industry Buyers & Sellers
at the Point of Purchase -- in Print and Online.**

Unprecedented Opportunity to Gain New Winery Customers

Wineries are looking for new sources of products and services

- Severe disruption of supply chains
- Vendors merging or going out of business
- Large staff turnover within vendors

How Will Wineries Find New Vendors?

In-person meetings continue to be limited...

- Causing buyers to increase their use of directories, online and in print.
- But **general search engines produce a mix of irrelevant information** making research difficult and time consuming.

General Search

- For example: a search for suppliers of vine rootstock returns citations for the Rootstock Restaurant and for how rootstocks affect taste

vine rootstock

Images News Videos Shopping Wine grape For sale Chart Menu Grape

All filters Tools

About 1,530,000 results (0.55 seconds)

D Decanter
<https://www.decanter.com> · Learn

Vine rootstocks: Getting to the root of the matter
Nov 16, 2020 — Rootstocks influence how grapes ripen and hence, indirectly, wine taste. So why don't we hear more of them? The concept of **vine rootstocks** came ...

People also ask

- What is vine rootstock?
- What are grapevine rootstocks?
- What are the different types of grapevine rootstock?
- What are the different types of vine roots?

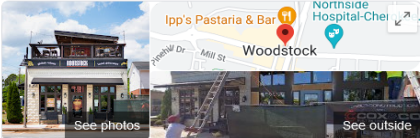
Feedback

A Double A Vineyards
<https://doubleaineyards.com> · Grapevines by Use

Rootstock Grapes
This red **wine grape** has characteristics of Zinfandel and Cabernet Sauvignon and is highly resistant to Pierce's Disease. It blooms relatively late , but ripens ...

UC University of California, Davis
<https://iv.ucdavis.edu> · files

Rootstock Selection
Vitis vinifera **vines** can be protected from these pests by grafting them to **rootstock** varieties derived from other **wine** species and resistant hybrids.



Rootstock Restaurant & Bar

Website Directions Save

4.3 ★★★★★ 624 Google reviews

\$\$ · Restaurant

RESERVE A TABLE ORDER ONLINE

A focus on wine, tapas, & desserts in an easygoing, rustic space with outdoor seating & live music.

Service options: Dine-in · Takeout · No delivery

Address: 8558 Main St, Woodstock, GA 30188

Hours: Open · Closes 11 PM · [More hours](#)

Phone: (770) 544-9009

Menu: rootstocknow.com

Reservations: rootstocknow.com, exploretock.com Providers

[Suggest an edit](#) · [Own this business?](#)

Products [View all](#)

WineBusiness Buyer's Guide

- Search for “Rootstock” gives your prospects the information they need

Winery

Vineyard Equipment

Vineyard Services

Vineyard Supplies

Fertilizer and Chemicals

Grapevines / Rootstock / Nurseries

Grow Tubes

Netting

Other Vineyard Supplies

Stakes / Anchors / Vine Ties / Clamps

Vineyard



PRODUCTS & SERVICES

Grapevines / Rootstock / Nurseries

26 vendors found

1 2



Duarte Nursery

Duarte Nursery, Inc. produces 100% containerized grapevines from 291 certified clones and ultra clean rootstock. Duarte Nursery's product formats include the Standard Vine 12", MagnumVine 24" and UberVine 35".



Guillaume Grapevine Nursery

Production and sale of certified grapevines, potted, dormant bare-rooted, grafted and own-rooted. ENTAV-INRA licence. Consulting and advice on clone and rootstock selection for vineyard development projects.



Sunridge Nurseries

Sunridge Nurseries supplies hand-crafted, custom dormant and deep root green benchgrafted grapevines with personalized service. Protocol 2010, French ENTAV and Iberian Plansel clones available.

How Will Wineries Find New Vendors?

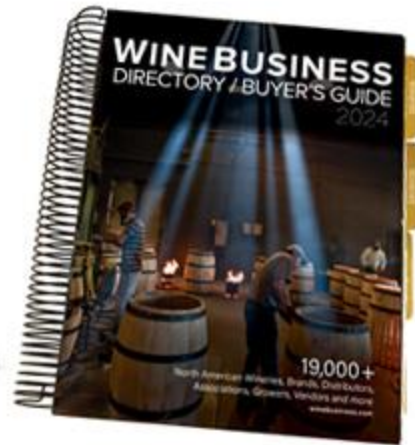
- **Wineries will turn to the Buyer's Guide. The only**
 - **curated,**
 - **comprehensive,**
 - **up-to-date, and**
 - **wine industry specific list of vendors**

In Print and Online

Some wineries buyers research their purchases in print, others do their research online. The Buyer's Guide is available in both mediums.



The online version of the Buyer's Guide will be integrated into the winebusiness.com website, the leading website for the wine industry with over 150,000 unique visitors per month.



The print version of the Buyer's Guide will be mailed to over half of US wineries producing at least 5,000 cases annually.

A Partial List of Wineries that Received the 2023 Buyer's Guide

12th & Maple Wine Co.

A S V Wines

Abeja

Adobe Road Winery

Airfield Estate Winery

Albatross Ridge

Alexana Estate Vineyards & Winery

Antinori Napa Valley

Aquilini Wines

Arbor Crest Wine Cellars

Archery Summit

Arizona Stronghold Vineyards

Armida Winery

Arrowhead Wine Cellars

Arrowood Vineyards & Winery

Art+Farm Wine

Artifex Wine Co.

Ashes & Diamonds Winery

Atlas Wine Co.

Attimo Winery

AuburnJames

Augusta Winery

Avaline

Avennia

Ayres Vineyard

B & C Winery

B Cellars Vineyards & Winery

Bailey's Run Vineyard

Ballentine Vineyards

Banshee Wines

Bear Creek Winery

Beaucanon Estate

Beaux Freres

Becker Vineyards

Beckmen Vineyards

Bedell Cellars/Corey Creek Vineyards

Bella Grace Vineyards

Belle Fiore Winery

Belle Vallée Cellars

Benmarl Winery

Bennett Lane Winery

Benovia Winery

Beringer Vineyards

Berryessa Gap Vineyards

Betz Family Winery

Bingham Family Vineyards

Blackbird Vineyards

Blanchard Family Wines

Blenheim Vineyards

Blue Sky Vineyards

Blue Valley Vineyard and Winery

Boedecker Cellars

Boeger Winery

Bogle Family Wine Collection

Bonterra Organic Estates

Borjon Winery

Botham Vineyards & Winery

Bouchaine Vineyards

Boundary Breaks

Boxwood Winery

Brandborg Vineyard & Winery

Brander Vineyard

Breaux Vineyards

Brecon Estate Vineyards

Brennan Vineyards

Brick Barn Wine Estate

Bright Cellars

Bronco Wine Co.

Bronco Wine Co.

Brotherhood, America's Oldest Winery

Brothers Drake Meadery

Brutocao Cellars

Brys Estate Vineyard & Winery

Buehler Vineyards

Burntshirt Vineyards

Byron Vineyard & Winery

C Mondavi & Family

Ca' Del GreVino Estate Vineyards

Cade Winery

Caduceus Cellars & Merkin Vineyards

Calera Wine Co.

CaliPaso Winery

Callaway Vineyard & Winery

Cameron Hughes Wine

Campos Family Vineyards

Canandaigua Winery

Canoe Ridge Vineyard

Cape May Winery & Vineyard

Capitello Wines

Caraccioli Cellars

Carboy Winery

Cardinale

Carlton Winemakers Studio

Carolinas Vintage

Castle Creek Winery

Celani Family Vineyards

Cellar 433 & Dragoon Mountain Vineyard

Cellar Door

Center of Effort Wines

Chacewater Winery & Olive Mill

Chalone Vineyard

Charles & Charles

Chateau Chantal

Chateau Diana

Chateau Meichtry

Chateau Pomije Winery

Cherry Republic Winery

Chualar Canyon Winery

Citation

City Scape Winery

City Winery Hudson Valley

Clarksburg Wine Co.

Clear Creek Vineyard

Clif Family Winery & Farm

Columbia Crest Winery

Constellation Wines

Continental Divide Winery

Conway Vineyards

Coomber Family Ranch

Cooper's Hawk Winery and Restaurant

Courtyard Winery

Covenry Vale Winery

Covington Cellars

Coyote Moon Vineyards

Craig Stoller Collection

Crain Hill Vineyard/Brengman Brothers

Winery

Crane's Pie Pantry Restaurant & Winery

Cribari Vineyards

CrossKeys Vineyards

Croteaux

Currahee Vineyard & Winery

Cypress Bend Vineyards

Damiani Wine Cellars

Dana Estates

De La Montanya Estate Vineyards & Winery

De Ponte Cellars

Debonne Vineyards

Deer Creek Winery

Deerfield Ranch Winery

Deer's Leap Wine Co.

Delicato Family Wines

DeMonaco Winery & Vineyards

deLorimier Vineyards and Winery

Denner Vineyards

Wineries will be Searching the Buyer's Guide -- How will They Find Your Company?

- Many product categories in the Buyer's Guide have more than 40 companies listed
- **Stand out from your competition** and get your company's product and message in front of winery buyers as they research their purchases **by advertising in the print and online versions of the Buyer's Guide.**

Advertising in Buyer's Guide

-- Print Benefits

Buyer's Guide Print Edition	Basic Listing Spend up to \$1,500 in BG	Premium Listing Spend over \$1,500 in BG
company name	•	Bold Company Name
address	•	•
phone number	single phone number	multiple phone numbers
website	•	•
full contact detail		•
employee detail		•
brands sold		•
company summary		•
*guaranteed to be in the print edition	NO	YES

Premium Listing

Basic Listing

and premium tannin and antioxidant sensory profiles delivered through an array of product formats worldwide.

OAK SOLUTIONS GROUP

Contact(s): Paul Abbott, Oak Solutions Spec., CA Central Valley, Central Coast, pabbott@oaksolutionsgroup.com, (707) 480-1507; Kyle Sullivan, Dir. Sls., Int'l., ksullivan@oaksolutionsgroup.com, (707) 287-8555; Amy LaHue, Oak Solutions Spec., Eastern United States, alahue@oaksolutionsgroup.com, (573) 442-9717; Derek Sanchez, Tech. Sls. Mgr./Wine Chemist, Int'l., dsanchez@oaksolutionsgroup.com, (707) 259-4988; Stephanie Blancas, Oak Solutions Spec., CA, OR, WA, sblancas@oaksolutionsgroup.com, (707) 259-4988
2557 Napa Valley Corporate Dr, Ste D, Napa, CA 94558

P: (707) 259-4988 **F:** (707) 255-5952

E: info@oaksolutionsgroup.com

W: oaksolutionsgroup.com

Brands Sold: évOAK, trūtan

Products and Services: Through sensory science and creative technology, Oak Solutions Group offers two product lines with unparalleled selection: évOAK forward-thinking oak products and trūtan ecological tannins.

OAK WISE

809 Black Diamond Way, Lodi, CA 95240

P: (209) 224-5353 **F:** (209) 625-8953

W: oak-wise.com

OENOFRANCE USA, LLC

Contact(s): Fabien Machard, Reg. Mgr.- USA, Oregon - Mendocino - Temecula - Paso Robles, fmdg@oenofranceusa.com, (707) 971-8271, (707) 324-8888; Guyon Gifford, General Mgr.- USA,

Reserve Now! Deadline is October 13, 2023

Advertising in Buyer's Guide

-- Online Benefits

Logo Added to Listing in Search Results

- Spend \$1,500+ in the Buyer's Guide and receive a FREE upgrade to your company's presence in the Buyer's Guide online
- Your logo will be included in your listing on the search results page, making sure your Brand stands out.

Enhanced – logo and extended copy

Standard listing (free) – no logo, limited text

online



Seguin Moreau Napa Cooperage
Barrels in Bordeaux and Burgundy shapes and larger formats: French, American, European and Russian oak. Wood for ICÔNE barrels is selected on chemical composition and targeted to specific results. Oak tanks, plus a range of oak alternatives products.



Tonnellerie Radoux USA
Radoux manufactures French, American and Eastern European oak barrels (including 36 month options), puncheons, casks, tanks, chips and tank staves. Radoux's proprietary Oakscan® technology is now applied to both barrel and oak for enology products.

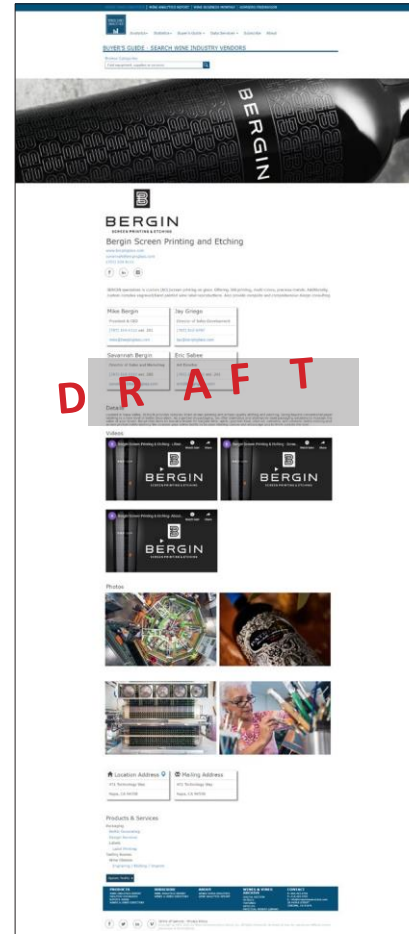
J Rettenmaier USA
Vitacel filter aid is a crystalline silica-free, biodegradable, pure cellulose replacement for DE

Advertising in Buyer's Guide

-- Online Benefits

Enhanced Profile

- Spend \$1,500+ in the Buyer's Guide and also receive a FREE upgrade to your Online Business Profile which enables you to showcase your products in the most advanced way possible.
- An Enhanced Online Business Profile can include:
 - ~ A hero banner showcasing products or brand
 - ~ Multiple contact information
 - ~ Marketing materials
 - ~ Videos
 - ~ Product photos
 - ~ Social media handles



Advertising in Buyer's Guide -- Online Benefits

Online Ad

- Your purchase of a \$2,500+ ad in the print version of the Buyer's Guide includes an ad in the Buyer's Guide online.
- Your online ad will be placed in the search results page of your product category, making your brand stand out.
 - Spend \$3,800+ and receive an online ad for 12 months
 - Spend \$2,500+ and receive an online ad for 6 months

Online Ad

Find equipment, supplies or services

Bottles

69 vendors found

1 2 3 4 5



Ardagh Glass Packaging - North America

Ardagh Glass Packaging - North America is a leading U.S. manufacturer of wine bottles with the broadest selection of bottle shapes, finishes and colors, offering its innovative FlexRun® service and eco-conscious ECO Series® line of wine bottles.



Berlin Packaging

Berlin Packaging is a leading supplier of bottles, closures, capsules and packaging to the wine market. From popular in-stock bottles to complete custom-design and branding capabilities, our team has decades of experience helping clients succeed.



Brick Packaging, A Saxco Division

Standard, specialty and champagne/sparkling bottles. Natural and synthetic corks, 30x60 screw caps, PVC and polytam capsules. Oak barrels, oak additives, barrel racks, barrel washing stands. Wine bottle shippers and carriers.



Gallo Glass Co.

Gallo Glass, established in 1958, is a state-of-the-art highly innovative glass manufacturer committed to meeting the needs of its customers while minimizing its impact on the environment.



Global Package

Specializing in customized high end bottles, bottle design and decoration services for wine, spirits and food companies. Our focus is on unique specialty bottles, pewter labels, custom cartons and stoppers for wines and spirits.

Advertising in the Buyer's Guide

- For one price, **get your message in front of wineries as they research purchases** -- in print and online.
- **Receive year-round exposure:** the Buyer's Guide print edition is referenced the entire year. And your ad will be available in our Buyer's Guide Online year-round, 24/7!
- **Benefit from the traffic and exposure the Buyer's Guide as part of WineBusiness, the wine industry's leading information provider.** Promotions encouraging wineries to turn to the Buyer's Guide will run
 - in *WineBusiness Monthly* magazine,
 - in the *Daily News Email* and
 - on *winebusiness.com*.

2024 Rates & Specifications

– rates are for package of both print AND online ads**

Ad Rates

Frequency		full page	1/2 v/h	1/4 vertical	1/8 h
1x	4 Color	\$4,711	\$3,822	\$3,125	\$2,675
	Black & White	\$2,668	\$1,689	\$957	\$557
4x	4 Color	\$4,513	\$3,642	\$3,088	\$2,621
	Black & White	\$2,500	\$1,502	\$853	\$508
7x	4 Color	\$4,284	\$3,516	\$3,035	\$2,578
	Black & White	\$2,187	\$1,334	\$803	\$465
13x	4 Color	\$4,009	\$3,359	\$2,933	\$2,536
	Black & White	\$1,886	\$1,225	\$710	\$416
20x	4 Color	\$3,594	\$3,011	\$2,632	\$2,278
	Black & White	\$1,689	\$1,100	\$645	\$366

Ad Sizes (W x H) Trim Size 8½ x 10 7/8"

WBM File Format: .PDF x 1a is the ideal file format. Files should be exact dimension. All colors are CMYK. No crop marks or bleed on fractional ads. We can use your ad that ran in Wine Business Monthly

	full page	1/2 v/h	1/4 vertical	1/8 h
	7.375 x 9.75" (type safety area)	3.625 x 9.75" (vertical)		
	8.625 x 11.125" (with bleed)	or 7.375 x 4.625" (horizontal)	3.625 x 4.625"	3.625 x 2.5"

Online is standard IAB 300x250 ad.

**Ads priced \$2,500+ include online ads

2024 Rates & Specifications

- Rates include both print AND online

Premium Print Placement (full page only)

	Back Cover	Inside Front Cover	Inside Back Cover	Tab Divider
1X	\$6,363	\$6,286	\$6,139	\$5,515
4X	\$6,003	\$5,856	\$5,774	\$5,326
7X	\$5,873	\$5,673	\$5,538	\$5,109
13X	\$5,621	\$5,414	\$5,308	\$4,848
20X	\$5,060	\$4,878	\$4,784	\$4,454