

White Wind Farms Strategic Communications Plan

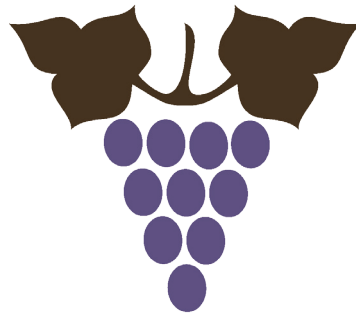


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Research Team



Marketing Communications Professional

Mary is the marketing communications manager at The Triple-I Corporation. She oversees the Triple-I website content, manages the social media accounts, orchestrates all events and luncheons and leads relationship-building and communications with regional media. Through her expertise and skills in marketing communications management, she also plays a crucial role in the development and implementation of Triple-I's overall marketing, PR, social media and brand strategies. She has been with Triple-I for two months.

Mary has more than four and a half years experience in brand and marketing strategy development, event planning and social media execution. Previously, she played a crucial role in supporting the Kansas City Area Development Council's marketing efforts, where she was instrumental in the brand development and growth of KCnext – The Technology Council of Greater Kansas City, increasing its members to more than 110 companies prior to her departure.



Executive Chef

Jessica is an Executive Chef for Applebee's, the world's largest casual dining chain. Over the last seven years, Jessica's menu development successes have included Wonton Tacos, Brew Pub Pretzels, Freshburgers, Weight Watchers & Under 550 Calorie menu items. As a classically-trained chef, Jessica honed her culinary skills in independently owned fine-dining restaurants prior to coming to Applebee's.

In addition to developing new products for the more than 1,800 Applebee's restaurants in the US, Jessica also works closely with the Marketing Communications team to ensure all new products are accurately represented in print and on TV.

Jessica earned her Bachelor's degree in Leadership from Rockhurst University and will complete her Masters degree in Marketing Communication from the University of Kansas in 2013.



Freelance News Reporter & Graduate Teaching Assistant

Gina Ford is a freelance news reporter and graduate teaching assistant at the University of Kansas. Prior to returning to KU after graduating with a bachelor's degree in News and Information, Ford worked as a news reporter. She spent three years at News 25, an NBC affiliate, in Central Illinois. Ford has covered two presidential visits and everything from armed stand-offs to President Barak Obama's 2009 inauguration.

After a few years working as a TV reporter and anchor, and one term as the youngest trustee of the Peoria Historical Society, Ford was offered a full-time teaching position at the University of Kansas. Ford returned to KU in 2010 as a Hearst Visiting Professional, teaching television news reporting to college juniors and seniors. After teaching for two semesters, Ford started her master's degree in Marketing Communications and plans to work in corporate marketing following her 2013 graduation.

Kelly Crane

Kelly Crane has nearly 25 years of marketing and advertising experience, starting her career as the Director of Promotions for a start-up music company. Kelly currently directs the graduate program in Marketing Communications at the University of Kansas School of Journalism and Mass Communications. Her responsibilities include recruiting and advising working adult (non-traditional) students, recruiting and hiring lecturers, supervising master's students on their final project or capstone course, and teaching courses. Since joining the KU Journalism School in the middle of the 2006-2007 academic year, enrollment has doubled, student credit hours have increased 106.3% and student satisfaction has improved tremendously. She received a B.A. Degree in psychology from Baylor University, where she also studied Radio/TV Communications, and earned an M.B.A. from the University of Kansas.

Jimmy K. Gentry, Ph. D.

This project was supervised by James K. Gentry, Ph.D., Clyde M. Reed Teaching Professor at the School of Journalism and Mass Communications at the University of Kansas. Prior to joining KU as journalism dean in 1997, Gentry was a dean at the University of Nevada, Reno for five years and was a member of the faculty at University of Missouri School of Journalism for 14 years, where he was a department chair for four years. He received his Ph.D. from the University of Missouri. He writes occasionally on the economics of sports for The New York Times.

Executive Summary

Research shows U.S. sales of wine have been on the rise for 18 years straight, with domestic wine sales greater than imported wine sales. As the U.S. economy begins to recover from the recession, consumer confidence is building, which presents further growth opportunities for the wine industry.

Recently, several smaller wineries have established vineyards in nontraditional climates, such as in the Midwest and South. In fact, there are more than 30 wineries in the Kansas City region, which impact rural development, tourism and the overall local economy.

Founded in 2000 as a wholesale nursery, White Wind Farms recently expanded its products to include wine grapes, which led to the production of White Wind Farms wine. The winery, launched in September 2012, is one of the newest wineries in the Kansas City region. Although its accessibility and location give it a competitive advantage, White Wind Farms' visibility is minimal. It has little- to no brand recognition in the greater Kansas City region. Additionally, White Wind Farms has several negative perceptions to overcome from area consumers, such as the presumed-low quality, poor flavor wines local vineyards produce.

White Wind Farms would like to host more events and expand its products to include self-picking berry fields, an herb garden and more. Further, in an effort to differentiate itself from Kansas City area wineries, White Wind Farms would like to market itself as an "agricultural destination." So, White Wind Farms engaged graduate students in the marketing communications graduate program at the University of Kansas School of Journalism and Mass Communications to elevate brand awareness, increase winery traffic and grow the winery business.

After several months of research, key findings reveal White Wind Farms could be poised for success in the Kansas City region. This report details the national and regional wine industry, analyzes primary research and provides specific goals, objectives and tactics for White Wind Farms to implement.

With a budget of \$40,000, the company can execute advertising efforts, advance its social media presence, expand product offerings, host regular events and augment the customer experience. The following strategic marketing communications campaign guarantees an enhanced brand, increased customer satisfaction and loyalty and ultimately, increased sales.



Research Questions

1. How can White Wind Farms expand its brand awareness, increase traffic and grow sales?
2. What would it take for White Wind Farms to become an Agricultural Destination?

Situation Analysis

The national wine industry is comprised of more than 7,000 wineries across the country. According to the 2012 IBISWorld Industry Report, the wine industry generated \$16.1 billion in revenue in 2012.

Although three of the largest wineries account for 45.1 percent of the U.S. market share, several smaller wineries are being established in nontraditional climates, such as in the Midwest and South, and are important for rural development, tourism and the overall local economy.



Category

Environmental Factors

Mother nature has a huge impact on the wine industry; annual revenue is volatile because success is weather dependent. Specifically, climate change and recent drought conditions impact the price of fruit for winemakers – particularly grape costs. Wineries' profit will decrease as the cost of grapes increases, and experts predict a grape shortage through 2015 (Kelly, IBISWorld Industry Report).

The industry specific term, terroir, is used to describe the environmental attributes that impact the flavor, finish, color and aroma of a wine. Temperature, amount of sunlight, amount of rain, soil quality and disease affect the quality of a finished wine. These factors are typically out of a winemaker's control. Wineries in nontraditional climates, specifically, grow less familiar grape varieties due to cool temperatures.

Aside from the elements and the environment in which wine is produced, U.S. winemakers face a different type of environmental concern. With the recent "greening of America," society is more environmentally concerned. Consumers implement more environmentally-friendly practices, such as recycling, and prefer to support companies that do as well.

One of the biggest environmental challenges facing today's winemakers is to accommodate the growing population of "eco-friendly" consumers. Winemakers are challenged to offer packaging that has minimal impact on the environment. Eco-friendly packaging is an emerging opportunity for the domestic wine industry.

Eco-friendly packaging for wine will continue to grow, particularly as Millennials, those aged 18-32 years, become old enough to drink. This is one of the largest consumer demographics, and it indexes higher than average for being environmentally conscious and aware.

Since early 2011, better-designed wine boxes, wine pouches and single-serve packaging have successfully launched to the market. However, environmentally-friendly packaging poses its own challenges—marketers must overcome the perception that uniquely packaged wines are cheap or of poor quality.



Category

Economic Factors

Since 2008, at-home wine consumption has been on a slight decline while spirits consumption in-home has remained somewhat steady. Consumers classify wine as a 'nonessential purchase,' so when money is tight, nonessential purchases are typically the first to be cut from the budget.

In a 2012 Mintel study, consumers stated they either stopped purchasing wine for in-home consumption, or cut back on the amount of wine consumed at home due to economic factors. In fact, one of the heaviest consumer groups of wine, those aged between 21 and 24 years, prefer to purchase

Despite the decline in at-home wine drinking, U.S. sales of wine have been on the rise for 18 years straight, increasing 6 percent from 2011 to 2012. It is also important to note that domestic wine sales far outpace import wine sales—in 2012, 250,000 cases of domestic wine were sold versus 75,000 cases of imported wine sold. The largest contributing factor to this statistic is affordability. Domestically-produced wines are simply more affordable than imported wines.

As the U.S. economy begins to recover from the recession, consumer confidence is growing. In fact, experts forecast consumer spending will increase this year and predict consumers will spend more discretionary income on wines (Kelly, IBISWorld Industry Report 2012).



Category

Social Factors and Health Benefits

In the U.S., wine has shifted into a socially-accepted beverage for casual drinking occasions. Previously, consumers viewed wine as a beverage for special occasions or when dining out at a restaurant.

The leading reasons consumers purchase wine for in-home consumption are: socializing with friends; New Year's Eve; family gatherings/weekends; and parties and personal events (birthdays, anniversaries, weddings, graduations).

Two-thirds of wine drinkers say they purchase new wine based on recommendations from friends and family. Consumers also believe that drinking wine at home is more relaxing than drinking wine in a bar or restaurant.

Further, recent medical studies have shown moderate wine consumption, specifically red wine, could benefit overall health. Red wine consumption has multiple health benefits, including: increases longevity; decreases the risk of dementia and strokes; lowers the risk of gallstones and diabetes; reduces cardiovascular disease; and improves overall heart health (Brunswick News).

According to a 2008 study by Dr. Rachel Oliver, resveratrol is an agent found only in a few dietary sources, including red wine and grapes. This agent benefits cardiovascular health, lowers cholesterol, eases menopause symptoms and positively affects the signs of aging (Original Internist). The positive health associations, coupled with the rising popularity of low-carb diets, increase wine consumption and drive sales.



Costs, Channels & Communications

Costs

The acceptance of wine as a beverage for casual drinking occasions has inundated the market with inexpensively priced wines. The average purchase price for a bottle of wine ranges between \$5.00 and \$15.00. Mintel research shows household income doesn't coincide with the purchase price of a bottle of wine.

Twenty-six percent of those surveyed said they prefer to pay \$5.00 or less for a bottle of wine, while 59 percent stated they will occasionally splurge on a \$16.00-\$20.00 bottle of wine. In fact, one of the heaviest consumer groups of wine, those aged between 21 and 24 years, prefer to purchase wines priced between \$5.00 and \$15.00. Not only are people in this age group the leading consumers of wine, but they also have the lowest discretionary income. Further, women tend to be more mindful of price than men.

Marketers of more expensive premium wines can combat consumers' price sensitivity by exploring smaller packaging.



Costs, Channels & Communications

Channels

According to the IBISWorld 2012 Industry Report, the economic recession has forced wineries to consolidate distribution channels. Therefore, wineries focus more on direct-to-consumer sales via tastings rooms, wine club events, social media marketing, special offers and online sales. Small wineries in particular significantly benefit from direct-to-consumer sales.

There are some interesting changes taking place in how and where wine is sold in the U.S. Seventy percent of wine sales in the U.S. take place in liquor stores, specialty stores, wholesale clubs, supercenters or convenience stores. Twenty-eight percent of wine is sold in grocery stores. The fastest growing distribution channel of wine is drugstores. Sales from this channel only make up two percent of total sales, but drugstores experienced a near 30 percent increase in wine sales in 2012.

While this channel seems unlikely for wine, convenience has become very important to consumers. Drugstores allow consumers to quickly pick up an affordable bottle of wine while making other purchases. Mintel research shows wine has become the alcoholic beverage of choice for drugstore shoppers because it is more convenient than spirits—spirits often require juices and mixers, while wine is ready to drink. The drugstore channel is best suited for low-cost wines due to its lack of credibility in the wine arena.

In addition to drugstores, online sales of wine are growing in popularity thanks to convenience, value and a variety of offerings. Federal and state regulations, though, affect ecommerce in the wine industry. According to the 2012 IBISWorld Industry Report, this industry is one of the most complicated industries with respect to online sales and shipping. Some states and counties prohibit the sale and shipment of alcohol across state lines.



Costs, Channels & Communications

Communications

By 2015, there will be 80 million Millennials who are of legal drinking age—30 million more than Generation X. Millennials' buying power and brand loyalty creates a major shift in how alcohol is marketed.

Recent successful ad campaigns for wine have been centered on occasion-based usage rather than the old, yet familiar, picturesque scenes of vineyards and landscapes. Ads show people enjoying wine while celebrating an occasion, which resonates best with younger consumers.

Other marketing tactics are emerging, which include free tastings, on-site wine experts and wines categorized by taste profile rather than country of origin. These marketing methods are increasing in success and popularity; its proven these tactics make consumers feel more confident with their wine purchases.

As with many industries, smart phone applications are also emerging in the wine industry. Their popularity and convenience have the potential to drive sales of wine by including the following features: suggested food and wine pairings, tabs for tasting notes, tools to log preferred wines and price comparisons on their favorite wines.

Leading brands of domestic wines have also found success in social media outlets like Facebook and Twitter. Yellowtail, an Australian brand that is heavily marketed in the U.S., has found great success in its use of social media and an interactive website.

Niche marketing has also grown in popularity. For example, Cupcake Wines targets Millennial women, specifically those with impending nuptials or other upcoming big occasions.



Consumers

According to the IBISWorld Industry Report, Millennials, defined as those born between 1981 and 1995, will become the largest population of wine consumers. Wine accounts for 20 percent of all alcohol drinks consumed by this demographic who are of legal drinking age (Kelly, IBISWorld Industry Report 2012). Pew Research defines Millennials as those born between 1980 and 1993. Pew Research shows Millennials have a purchasing power of \$187 billion. Millennials are more ethnically and racially diverse than older U.S. adults. Millennials are confident, self-expressive, liberal, upbeat and open to change.

Millennials will likely be the most educated demographic in the U.S. because of the economy and high unemployment. Millennials thrive on their “work hard, play hard” mentality. Fifty-five percent of Millennials monitor spending very closely, and six in 10 search for bargains; discount items appeal to Millennials. Additionally, Millennials rely on and value the opinions of family, friends and peers. Seventy percent feel more excited when friends agree with them when deciding where to “shop, eat and play.”

Millennials are tech-savvy. This demographic expects mobile-friendly websites, strong Facebook presence, quick responses to “tweets” and substantiated rewards for having the most “check-ins” on Foursquare. As mentioned earlier, Millennials drive growth in lower-priced wines and present new marketing tactics and opportunities for the wine industry.

Baby boomers, those born between 1946 and 1964, also drive sales in the wine industry. Each day, 10,000 baby boomers turn 65. According to the IBISWorld 2012 Industry Report, baby boomers will adjust to fixed income as they enter retirement, which will also cause them to downsize wine purchases by volume and price point.

Overall, wine consumers tend to be educated; nearly 47 percent of consumers have a college degree or higher (Kelly, IBISWorld Industry Report). Further, the heaviest consumers of wine tend to be image conscious.



Current Situation

Founded in 2000 as a wholesale nursery, White Wind Farms recently expanded its products to include wine grapes, which led to the production of White Wind Farms wine. The winery, launched in September 2012, is one of the newest wineries in the Kansas City region. Based in Paola, Kan., White Wind Farms creates four wines from grapes grown in its vineyard, which includes Chaos, a dry white wine; Mischievous, a semi-sweet white wine; Talon, a dry red wine; and Bandit, a semisweet red wine.

Visitors can sample the wine in White Wind Farms' on-site tasting room or they can purchase wine by the glass for \$4.50. Customers can also purchase bottles of White Wind Farms wine for \$14.50 via the tasting room, its website or in one of nine area liquor stores. The primary source for wine sales, though, is in the tasting room.

In 2012, White Wind Farms produced 800 gallons of red wine and 700 gallons of white wine in its vineyard, which resulted in 500 cases of wine. In 2013, White Wind Farms would like to increase its wine production by 60 percent, to 800 cases of wine.

Currently, White Wind Farms uses social media and email marketing to promote the vineyard and White Wind wines. It recently updated its website and in an effort to elevate the winery, it enhanced vineyard and tasting room photos, added an events calendar and included a video library. With a modest marketing budget of \$8,000 per year, White Wind Farms hosts limited events throughout the year to increase traffic and drive sales.

White Wind Farms' primary consumers are 40- to 60-year-old women who live in Johnson County, Kan., Miami County, Kan., and Jackson County, Mo. According to Gilbert Hermes, White Wind Farms' founder and owner, roughly 70-80 percent of the wine is purchased by women. As of right now, White Wind Farms does not implement targeted marketing efforts to its varied demographic. *

Nearby Wine Retailers

Pop A Top Liquor

25500 Old Kc Rd, Paola, KS 66071

In Good Spirits

1001 N Pearl St, Paola, KS 66071

Park Plaza Liquor

1403 Baptiste Dr, Paola, KS 66071

Shipman Retail Liquor

115 W Wea St, Paola, KS 66071

County Seat Liquor LLC

701 S Silver St, Paola, KS 66071

Premium Stock

22361 S Harrison St, Spring Hill, KS 66083

Lonestar Liquor

825 W Amity St, Louisburg, KS 66053

The Liquor Depot

1006 S Metcalf Rd, Louisburg, KS 66053

Big L's LLC

115 N Metcalf Rd, Louisburg, KS 66053



Finances, Operations and Overhead

In 2012, White Wind Farms generated \$555,000 in annual revenue. The revenue is itemized as follows: \$500,000 in nursery sales, \$30,000 in wine sales and \$25,000 in revenue from the seasonal fireworks stand.

According to Gilbert, the winery is three-to- five times more profitable than the nursery. It costs White Wind Farms roughly \$2.50 to \$3.00 for each bottle of wine created, which includes labor, fermentation and bottling. Gilbert predicts \$125,000 in wine sales for 2013 and anticipates this number to increase to \$500,00 by 2016.

The total annual overhead for White Wind Farms' nursery and winery is \$175,000, which includes office costs, insurance, interest, building repairs and maintenance. The machinery housed on-site allows for dual-use in both the winery and nursery, which reduces costs. According to Gilbert, the machinery requires little overhead and maintenance, particularly the machinery in the wine production area. In fact, the grape crusher runs only 10 hours per year. Although overhead is relatively consistent, White Wind Farms budgets \$25,000 per year for facility and maintenance updates.



Economic Conditions

According to Gilbert, there is a huge chasm in the Kansas wine industry about grape sources. Historically, Kansas wineries were forced to produce wines that contained 60 percent Kansas grapes and the other 40 percent could be outsourced. Today, the rule has shifted to allow for flexibility—wineries can now produce wines that include 30 percent Kansas grapes and 70 percent out-of-state. Although the majority of White Wind Farms wines are created from grapes grown on-site, White Wind Farms pays roughly \$4,000 to \$6,000 annually for grapes grown in Missouri. This information could taint the perception that White Wind wines are a “Kansas wine.”

White Wind Farms installed an irrigation system to deliver water from its pond to the nursery stock and vineyard. In years past, it cost White Wind Farms \$1,500 to \$2,000 per year to maintain this system. However, recent drought conditions are affecting the pond’s water supply. If White Wind Farms does not have access to its water supply, it will have to access water from the Kansas Rural Water District, which could cost up to \$30,000 per year.

With the recent “greening of America,” businesses across the country are implementing energy-efficient practices, including those in the national wine industry. White Wind Farms makes a concerted effort to reduce chemicals and to be environmentally friendly. It houses baby doll sheep, which can’t eat anything above 26 inches, to prevent the use of herbicides and to reduce the use of mowers in the vineyard. The sheep eat broadleaf weeds, grass and the portion of the vines that require pruning. The hooves of the sheep irrigate the ground by creating grooves in it, so it is fertilized naturally. Additionally, White Wind Farms uses suppression traps and an organic pesticide, which is made from naturally-existing bacteria, to reduce insects. Unfortunately, White Wind Farms has not found a natural method to reduce fungus, nor has the national wine industry.





White Wind Farms employs four full-time professionals, which includes three field hands—specifically one supervisor and two crewmembers. Founder and owner Gilbert Hermes manages the wine production and hires additional staff to pick grapes during harvest. Gilbert outsources the bottling and contracts work for event planning, graphic design, social media and video production.

Future Growth Strategy

White Wind Farms is located 45 minutes from downtown Kansas City, Mo., and is accessible directly off of U.S. Highway 169. Its location is ideal for those who seek rural adventure and an agricultural destination without traveling too far from the city.

In an effort to differentiate itself from Kansas City area wineries, White Wind Farms would like to market itself as an “agricultural destination.” According to White Wind Farms’ founder and owner, an agricultural destination is a working agricultural system where people can connect with the food source and other agricultural needs.

White Wind Farms plans to expand its products to include self-picking berry fields, an herb garden and more. It would like to create custom events and educational programs, as well as implement strategic messaging, to enhance its image as an agricultural destination and increase traffic.



Competition

Direct

White Wind Farms' direct competition includes Kansas City area wineries that also parallel with Gilbert's vision for White Wind Farms – the agricultural destination. Below are White Wind Farms' primary competitors that not only host events throughout the year, but also offer visitors a "taste" of local produce and cuisine.

- o Amigoni Urban Winery | Kansas City, MO

Amigoni is a family-owned winery that harvests grapes off-site in Missouri and processes wine in a building on Southwest Boulevard. The tasting room allows visitors to enjoy Amigoni wine and Boulevard beer, as well as sample local cheeses and breads. Several spaces are available to rent for events, such as weddings, receptions and corporate events.

- o Holy-Field Vineyard & Winery | Basehor, KS

Located in Leavenworth County, Kan., Holy-Field Vineyard & Winery produces 7,000 gallons of wine annually from grapes grown on-site. Visitors can sample its award-winning wine in its tasting room. Holy-Field Winery hosts several events throughout the year including the Murder Mystery Dinner Theatre event series, Mayfest, Summertime Music Series and Oktoberfest. It also hosts "picking days," an event during harvest where attendees help pick grapes, enjoy complimentary lunch and see wine production in progress. Several spaces are available for rent for events such as weddings, receptions and more.

- o LaBella Vineyards & Winery | Wellington, MO

LaBella Winery produces seven wines with grapes grown on-site. Visitors can enjoy complimentary wine samples in the tasting room, as well as wood-fired pizza created on-site. LaBella also hosts events throughout the year, including the annual Freedom Ride, the Hallowseve festival and live music from local bands. There are several event spaces available for rent.

- o Middle Creek Winery | Louisburg, KS

Middle Creek Winery creates 10 wines from its vineyard and offers samples in its tasting room. Middle Creek Winery is located near White Wind Farms and is part of the Somerset Wine Trail. It doesn't appear to host standing events or live bands throughout the year; however, it does participate in regional events like the Miami County Fall Farm Tour.



o Night Hawk Wines | Paola, KS

Night Hawk Wines produces a variety of wines from grapes grown on-site and offers samples to visitors in its tasting room. Although Night Hawk Wines does not provide any products other than wine, it is located near White Wind Farms and included on the Somerset Wine Trail. Visitors can participate in the annual grape harvest event, where participants pick grapes from the vineyard to be used in its annual wine production. Night Hawk Wines hosts events from spring through fall, though no specific events are listed on its website.

o Pome on the Range Orchards and Winery | Williamsburg, KS

This family-owned orchard is located south of Ottawa, Kan., and grows a variety of produce like apples, peaches, berries and seasonal vegetables. It also produces 10 wines created with fruit grown on-site. For example, it creates a blackberry wine and apple cherry wine. Pome on the Range hosts several special events throughout the year, including pick-your-own apples, horse-drawn wagon rides, the pumpkin patch and more.

o Riverwood Winery | Weston, MO

Riverwood Winery creates eight wines from its vineyards. Visitors can sample few wines at no cost, but must pay a small fee to taste all the wines. Visitors can also enjoy gourmet food items to complement the wines, though Riverwood does not list the food source. Riverwood Winery hosts several events throughout the year, including Valentines Day-themed tastings and tequila tastings. Several spaces are available to rent for events, such as weddings, receptions and corporate events.

o Somerset Ridge Vineyard and Winery | Somerset, KS

This family-owned vineyard creates several wines from locally-grown grapes. Its tasting room is open Wednesday through Sundays and hosts several events throughout the year, including live bands and off-site tastings (i.e. Wine and Cheese Pairing at Whole Foods). Somerset Winery was the first winery established in Miami County; today it produces more than 5,000 cases of wine. The owners created the Somerset Wine Trail, which is a consortium of Paola-based wineries.

o Stone Pillar Vineyard and Winery | Olathe, KS

Stone Pillar Winery produces several wines from locally-grown grapes and hybrid grapes. Visitors can sample the wines year-round in its tasting room. Stone Pillar Winery hosts several events throughout the year incorporating food pairings from local restaurants and caterers. It also hosts an annual grape harvest event where volunteers help pick grapes and receive a complimentary "Grape Harvest" shirt. Stone Pillar implements a live concert event series, titled "Friday Night Concert Series," where attendees can enjoy wine and dinner.

o Van Till Farms Winery | Rayville, MO

Van Till Farms creates nine wines from grapes grown in its vineyard. Not only can visitors enjoy wine samples, but they can also purchase "wood-fired" pizza made on-site. Van Till Farms is also home to a greenhouse that grows strawberries, vegetables, herbs and greens to use in foods created in the kitchen. The greenhouse is open for educational tours, which are vital in making the connection in its "farm to table" emphasis.



Competition

Indirect

Indirect competition includes larger, nationally-known wineries, Kansas City area microbreweries and local agricultural destinations.

National Wineries

According to IBISWorld Industry Report, the top three national wineries account for 45.1 percent of the U.S. market share.

- E. & J. Gallo Winery

This is one of the largest wine-making operations in the world. In the U.S. specifically, it owns more than seven wineries and manages 15,000 acres of vineyards across California. It produces 60 brands, including well-known brands André, Carlo Rossi, Barefoot, Gallo and Turning Leaf. With 21.8 percent of the U.S. wine industry market share, E&J Gallo generated more than \$3 billion in revenue in 2012.

- Constellation Brands Inc.

With a market share of 15.2 percent, Constellation Brands produces 100 brands, which includes Robert Mondavi, Ravenswood, Estancia, Vendage and more. The company manages 16 wineries in the U.S. and its brand-name wines are sold in 150 counties. In 2012, Constellation Brands generated more than \$2.5 billion in sales.

- The Wine Group, Inc.

Formerly a division of The Coca-Cola Company, The Wine Group is now a privately owned company. It operates 13 wineries worldwide and produces 56 million cases of wine in the United States. With a market share of 8.1 percent, The Wine Group creates several brands including Mogen David, Tribuno and Franzia. In 2012, it generated \$1.3 billion in revenue.



Kansas City Microbreweries

Premium beers, specifically those crafted in Kansas City area microbreweries, indirectly compete with White Wind Farms.

o Boulevard Brewery

Boulevard Brewery is the most well-known, popular brewery in the region. According to the Kansas City Business Journal, Boulevard Brewery is the 10th-largest craft brewer in the U.S. and sells in 23 states across the country. In 2011, it generated \$32 million in revenue, and sales are expected to increase as craft beers grow in popularity.

According to the Brewers Association, there are 10 microbreweries in the Kansas City region including: 23rd Street Brewery; 75th Street Brewery; Boulevard Brewery; Cinder Block Brewing; Free State Brewery; Friction Brewing Company; McCoy's Public House; The Big Rip; Wilderness Brewing; and Weston Brewing Company. Each brewery indirectly competes with White Wind Farms.

Agricultural Destinations

The Kansas City region is home to several agricultural destinations that give visitors direct access to locally-grown and sourced fruits, vegetables, cheeses, meats and more; however, these establishments do not grow wine grapes nor do they produce wine.

o Green Dirt Farms | Weston, MO

Green Dirt Farms is a community-based sheep farm that creates and sells a variety of sheep products, including sheep's cheeses, sheep's milk and sheep's yogurt. In addition to cheeses, the farm also sells 100 percent grass-fed lamb meat. It hosts a variety of events throughout the year and incorporates its products. Green Dirt Farms also educates consumers about the growing trend of "farm to table" food products. This farm is animal welfare approved and endorsed by celebrity chef Rachael Ray.

o Louisburg Cider Mill | Louisburg, KS

The Louisburg Cider Mill is one of the top 10 cider mills in the U.S. The company produces cider from apples grown on-site, as well as makes root beer, fruit butters, jellies and more. These products are packaged with the Louisburg Country Store label. Consumers can find Louisburg products in area grocery stores or they can purchase items onsite or online. Louisburg Cider Mill hosts a variety of events throughout the year, which includes the seasonal pumpkin patch and Ciderfest.



Primary Research

The primary research phase involved surveying White Wind Farms consumers, customer database, potential consumers and wine industry experts. This allowed the team to collect critical information and gain insight into White Wind Farms' current brand reputation and marketing efforts.

The primary research phase is comprised of five methods. The marketing team sent White Wind Farms 50 visitor surveys early February 2013 to distribute to tasting room visitors. On February 25, 2013, the team received 35 completed visitor surveys from White Wind Farms, which were filled out by consumers on-site. An online survey was distributed to White Wind Farms' customer database, which includes more than 550 visitors, colleagues and business contacts. Fifty-one recipients completed the survey.

The team conducted two focus groups. The first focus group occurred Tuesday, February 19, 2013. Eight individuals from generation Y, aged 24 to 30 years, participated in the conversation, and none had visited the winery prior. This demographic is one of the largest growing consumers of wine. The second focus group was rescheduled due to the weather, so the group met Saturday, March 2. This group was comprised of current White Wind Farms customers and Gilbert's acquaintances. It's also important to note this was hosted at the winery, so the responses could be biased.

Finally, the team conducted an in-depth interview with Denise and Brian Cobb, the founders of a nationally-known wine festival – The Naples Winter Wine Festival. As wine industry experts, the Cobbs discussed how to grow a small, start-up winery into a successful business. In addition, they also shared common errors wine producers can make when launching the business.

5 Primary Research Methods

- visitor survey
- online survey
- focus group 1
- focus group 2
- in-depth interview



Primary Research

Visitor Surveys

From February 5 to February 22, 2013, 35 visitor surveys were distributed, completed and returned. Of those 35 respondents, 32 were from Kansas, two were from Missouri and one visitor was from Colorado. The average distance driven to visit the winery was slightly more than 36 miles.

Seventy-four percent of visitors had planned their visit, while the remaining visitors were either driving by or referred by a nearby winery—Somerset and Night Hawk. When asked how they had heard of White Wind Farms, most respondents replied that a friend had told them about it and only two people said they had heard about White Wind Farms from the website or Internet.



Preferred Wines

Forty percent of respondents selected the Mischievous wine as their favorite, or one of their favorites. Bandit and Talon tied for second, each having 23 percent of respondents preferring them. Chaos came in fourth with 14 percent of the respondents choosing it as their favorite.

All but nine respondents purchased at least one bottle of wine on their visit. Most respondents purchased multiple bottles of wine. Total wine purchases made by the 35 respondents were: Mischievous leading at 28 bottles, followed closely by Bandit at 24 bottles, Talon at 14 and Chaos at 10. The most bottles purchased by one respondent were 12. The average number of bottles purchased was 2.2.

Responses collected: 35

State: 2 from Missouri: Platte County 1, Pettis County 1

33 from Kansas Johnson 19, Miami 6, Douglas 2, Leavenworth 1, Bourbon 2, Crawford 2

Driving Distance to White Wind Farms (based on zip code provided)

Average - 36.4 miles Shortest - 0 (Paola)

Number of Visits: Planned - 26 people, Unplanned - 9 people

1st time visits: 26 respondents total (Planned -17 people, Unplanned - 9 people)

2 or more visits: 9 people (Most visits - 6 times, Average number of visits - 1.4)

Reason for Visit: Driving by/saw sign - 5 people, Referral from other winery - 7 people,

Birthday Party - 2 people

How you heard about White Wind Farms: Friend / Word of Mouth - 14 people, Internet / website - 3 people

Favorite Wine (some marked multiples):

Mischievous, semi-sweet white - 17, Talon, dry red - 10, Bandit, semi-sweet red - 10, Chaos, dry white - 6

Bottles Purchased amongst the 35 respondents:

Mischievous, semi-sweet white - 28, Chaos, dry white - 10, Talon, dry red - 14, Bandit, semi-sweet red - 24

Average number bottles purchased- 2.2

Number of people who did not purchase - 9 people

Most bottles purchased - 12 by 1 person



Primary Research

Online Survey

On February 13, an online survey with 22 questions, powered by SurveyMonkey.com, was distributed to 504 of White Wind Farms' email recipients. Of the 504 surveys emailed, 85 bounced back and 155 recipients opened the email but did not click on the survey link. Of the total recipients, 62 clicked the survey link and 48 participants completed the survey between February 13 and February 22 for a 9.5 percent response rate. An additional four surveys were not included in the data because they were empty.

Demographics

The age of respondents was surprising, with 55 percent identifying themselves as being more than 50 years old. Twenty-six percent of those surveyed said they were between the ages of 41 and 50. The remaining 20 percent were between the ages of 21 and 40. Nearly two-thirds of respondents were female.

Geographically, half of those who responded were residents of Miami County, Kan., nearly 40 percent were residents of Johnson County, Kan., six percent were from Jackson County, Mo., and the remaining four percent were split between Wyandotte County, Kan., and Clay County, Mo.

The majority of respondents said they drove 10 miles or less to visit White Wind Farms. Thirty percent drove between 11 and 20 miles and another 30 percent drove 20 miles or more to visit the winery/nursery.



Visiting the Winery

There were a variety of responses when respondents were asked how they first heard of the winery.

The four most common responses were:

- word of mouth from friends
- heard about the winery from Gilbert himself
- saw the signage from the road
- and referral from a nearby winery.

Two-thirds of respondents stated they had only visited White Wind Farms one time. Nearly 25 percent had visited two or three times and four of the respondents have visited more than four times. Two of the winery respondents stated they had never visited the winery.

More than half of all those surveyed said that when visiting the winery, they visited on Saturdays. Sunday was the second most popular day of the week.

Twenty-five respondents who stated they had not returned to the winery since their first visit cited the primary reason(s) for not returning as (in no particular order): lack of time; distance is too far; the weather is too cold; or they plan to return, but just haven't yet.



Why people visited

When asked about the primary reason for their visit, nearly 40 percent chose 'other,' with an overwhelming amount stating the visit was due to an event or tour. Twenty-five percent stated their primary reason for visiting White Wind Farms was to purchase wine followed by 20 percent who were participating in a wine tasting.



The Wines

Of the four White Wind Farm wines, each had been tasted by at least 80 percent of the respondents. Nearly 65 percent of the participants said they did not purchase a glass of wine on their visit(s) and 20 percent stated they hadn't purchased a bottle of wine on their visit(s). The most common wine purchased by both the glass and bottle is Mischievous. The remaining wines were purchased equally by 30 to 35 percent of respondents.

When asked to rank each of the four wines, Mischievous received the strongest rating, with more than 50 percent of those surveyed said it was a good wine, followed by Chaos, Talon and Bandit. It's important to note that Bandit received the most 'excellent' votes with 11 respondents ranking this wine as excellent.

Distribution

When respondents were asked if they had purchased White Wind Farms wines online through the company's website, 100 percent responded 'no.' One respondent had purchased wine at Teller's restaurant in Lawrence, Kan., the only restaurant where White Wind Farms wine is sold.

Of the 48 respondents, only four had purchased wine at one of the nine retail outlets in and around the Kansas City area that carry White Wind Farms wines. Park Plaza Liquor store and In Good Spirit Liquor store, both in Paola, Kan., and Rimann Liquors in Prairie Village, Kan., were the only three retail outlets where respondents purchased wine.



Social

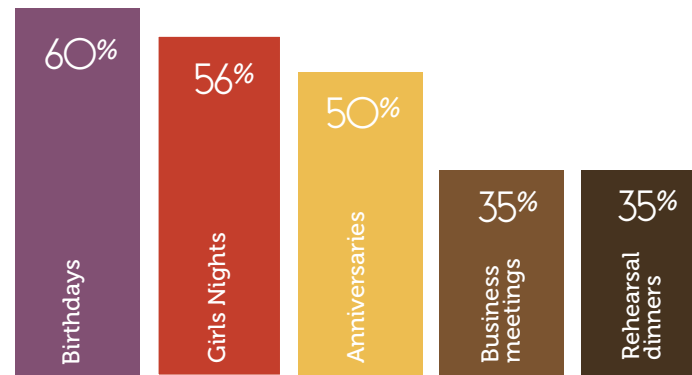
Eight respondents follow White Wind Farms on Facebook, 27 do not and the remaining 12 respondents do not utilize Facebook.

When asked what types of occasions they would attend at White Wind Farms, respondents chose birthdays (60 percent), Girls' Nights (56 percent) and anniversaries (50 percent) as the most popular. Business meetings and rehearsal dinners were chosen by 35 percent of respondents.

Additionally, those surveyed were asked about a variety of events that either are, or could be offered at White Wind Farms. Respondents ranked six different events. Wine tasting events and Saturday evening wine and music events were tied for number one. Cooking classes and the Mother's Day Wine and Roses event rounded out the 'top 3.' The event with the least amount of interest was the Kite Festival, which White Wind Farms discussed as a potential event.

When asked if they had recommended the winery to friends, nearly 90 percent responded that they had referred a friend. The remaining 10 percent either planned on telling others or simply responded that they had not recommended it to anyone.

Occasions for attending White Wind Farms



Primary Research

Millennials Focus Group

Because Millennials, those born between 1981 and 1995, will become the largest population of wine consumers, the team convened eight individuals in this demographic. Each participant consumed wine regularly, averaging three nights per week.

All participants considered Missouri as the state with wineries, not Kansas. Most listed or knew of a few wineries, all based in Missouri. Each said when visiting area wineries, they go for the experience, not for the taste. In fact, each participant considers the taste of local wine to be poor. In regards to a local winery, one participant said, "The wine's not the greatest. Some actually taste like pickle juice."

Each participant would travel at least an hour from Kansas City to visit a winery. However, each agreed that due to the 60-minute journey, it's preferred an event, such as a concert or dinner, be tied to the trip.

Participants then discussed the atmosphere of local wineries and stressed the experience is the most important component for local wineries. Participants described their previous experiences at area wineries and preferred area wineries that provide plentiful outdoor seating, music and food pairings. Millennials described local wineries as a fun weekend activity. One added, "I don't associate Kansas City with good wines. I visit wineries for the experience – it's always really fun."

When discussing the phrase "agricultural destination," no one was familiar with the term. In fact, most named cities or small towns (i.e. Manhattan, Kan.) upon hearing the phrase. After the team defined "agricultural destination," each participant understood the concept, though said, "A place coined an 'agricultural destination' would not entice me to go. It doesn't sound like a place with a good experience." Each said if the name was more creative and focused around the intersection of local food and wine, than it would be more appealing and it would encourage them to visit.

Participants then discussed their lifestyle and drinking habits, with the average wine consumption at three nights per week. Most purchase wine at grocery stores, such as Sun Fresh or Trader Joe's, and local liquor stores. On average, the participants spend roughly \$10.00 to \$12.00 on a bottle of wine. If the wine is purchased for a gift or for a special occasion, some participants will spend at least \$15.00 on a bottle of wine, but no more than \$30.00.



While shopping for a bottle of wine, the participants would not be inclined to purchase wine from a local winery unless sampled prior. As one participant said, "I question the quality of grapes from local wineries." One participant added, "If the sample even tastes mediocre, I immediately want to purchase the wine to support the local vineyard."

When sampling White Wind Farms' wine, the participants said they wouldn't pay more than \$7.00 for Bandit, Talon or Mischievous. Chaos was the preferred flavor and each agreed \$10.00 was a reasonable price for the bottle. Although the participants like to support local establishments, the "local emphasis" isn't enough to entice them to purchase wine in the liquor store or on-site. Each agreed \$14.50 is too much to spend on White Wind Farms wine; however, the participants said they would feel obligated to purchase a bottle if on-site interacting with the owner attending an event.

The team also discussed the White Wind Farm wine labels and names with the participants. Each participant agreed the names of the wine were creative. However, when purchasing wine, the participants prefer to select the wine based on varietals, not flavors, such as "semi-sweet red." The labels alone would not motivate any of them to purchase the wine off-site.

Further, the participants said the labels were not reflective of a Kansas wine. One participant said, "These labels remind me of Montana. There really is no consistent brand." One participant then said, "These labels don't look 'local.' If the winery wants to brand itself as local, these are not the animals to use." Each participant nodded in unanimity with this statement, and one added, "I think the labels contradict with the names, like Mischievous. I would expect to see more risqué images; however, the picture looks like an ultra-conservative label, so it's confusing."

All participants agreed the labels could do more to promote White Wind Farms as a local vineyard. Each commented that the vineyard name is in a tiny font at the bottom of the label and it's not obvious it's a local wine. One then added, "If the winery wants to promote itself as local, it should really be emphasized. If I don't know the varietal and the label is cool, and promotes 'local,' I would be more likely to purchase the wine."

Toward the end of the focus group, the team discussed potential events and tactics to drive traffic to the winery. This demographic would be motivated to visit the winery via a Groupon promotion, concert series, social media promotion and food-pairing events.



Primary Research

White Wind Farms Customer Focus Group

The team coordinated efforts with Gilbert and his associate, Kathy Clark, to convene six individuals who have either visited the winery prior or were familiar with White Wind Farms. Five participants consumed wine one to two nights per week, and one participant consumed wine once every few weeks. Each admitted to possessing little knowledge about wine.

The participants said they would like to see more food pairings with the wine, as well as more product offerings, such as sodas, beers and bottled water. One participant discussed past experiences at wineries, stating "I've been to wineries where visitors can purchase apples, cheese and bread – in a basket. You purchase a certain size depending on the size of the group, and the winery provides a knife and a cutting board." Another participant said, "I'd like to see merchandise for purchase, such as aerators or branded wine glasses."

All participants agreed they would like White Wind Farms to offer an educational tour when visiting the winery. Each expressed interest in learning more about the fermentation process, the facility and the vineyard. One described past experiences at other wineries and said, "We've been able to walk through a portion of the vineyards."

Additionally, the participants agreed the winery needs more outdoor seating. One participant said, "Several wineries I've visited in the past own older picnic tables; ones where people don't feel bad if red wine is spilled on them." She added, "Visitors can sit outside; it's my favorite part when we visit Herman in October. Picnic tables are everywhere, filled with people sitting with friends, enjoying wine, cheese and crackers." One participant then said, "The outside could use more 'curb appeal.'" As one participant said, "I associate wineries with outside." Another added, "It's about connecting to the experience and the location to the wine. When I tour vineyards and bring wines home, I find myself purchasing them again; it's a connection to that place."

The team then discussed signage with the participants, and each agreed the signage could be improved, particularly off U.S. Highway 169. One participant said, "It would be good to have a sign a couple miles up on U.S. Highway 169 that says, 'Winery next exit,' rather than right at the exit. I passed the sign and the exit simultaneously, so I had to turn around."



Each participant agreed the names and labels of White Wind Farms are creative; however, the participants purchase wines based on varietals, not “fanciful labels.” One participant said, “I’m more inclined to pick something up if I have some sense of what’s in the bottle. I know I like Malbecs, I know I like Cabernets, so if it says anything about varietals that puts me into a category, I’m more inclined to try a wine than if I have no clue.”

Further, the participants said the labels should highlight the “local” vineyard on the front of the bottle. As one participant said, “Most bottles do say which region they were produced in, whether it be California or Argentina. If I had to select between a local wine and an out-of-state wine, I would pick the local.”

Interestingly, no participants had purchased the wine off-site at a retail location; they didn’t know where to find it. However, each said they would purchase White Wind Farms wine if they knew where to find it. Then, each suggested more promotion or information about where to purchase White Wind Farms wine, whether via social media or email blasts.

In addition to educational tours, the participants would attend more events if offered. Each suggested some type of music series, and advocated for off-site tastings in area liquor stores, a dinner event and cooking classes. As one participant said, “White Wind Farms is close enough to the city that it’s a short drive, but it’s far enough out that it’s considered away from the city.” Two participants, a couple with young children, both suggested “kid-friendly” play areas at the winery so parents could bring children on the weekend. Conversely, two participants, a couple with older children, preferred more “adult-centric” events.

The participants discussed various mediums used to learn about event information, and suggested to post events on the following tools: social media, particularly Facebook; KansasCity.com; and The Pitch. Further, each participant agreed the website was “nice;” however, stressed the calendar must be updated regularly as it’s a tool they currently use to learn about events and offerings.

Finally, the team discussed the term “agricultural destination” with the focus group participants. This group understood the concept immediately, and associated the term with outdoors, gardens, farmers markets and nurseries. All the participants agreed items such as a berry field, a pumpkin patch or an herb garden would be a great addition to White Wind Farms. All participants preferred this phrase.



Primary Research

Wine Industry Experts In-Depth Interview

Denise and Brian Cobb have been wine collectors for more than 20 years, traveling to many of the world's most popular wine regions including: Napa and Sonoma Counties in California; Bordeaux, Burgundy and other regions in France; South African wine regions; Italian wine regions; and Spanish wineries. In 2000, the Cobbs became founding trustees of the Naples Winter Wine Festival (NWWF) in Naples, Fla., which became the most successful charity wine auction in the world. To date, Naples Winter Wine Festival has raised \$110 million in net revenue.

In an emailed in-depth interview, Denise Cobb provided her industry expertise about how to grow wineries and promote vineyards.

According to Denise, it's imperative the brand be elevated throughout the community. One key tip to increase awareness is through scheduled wine tastings around the region, whether it be at area restaurants or private tastings in wine collectors' homes. Denise said, "It is crucial to have a presence in the respective wine region." Denise also recommends for area wineries to form collaborative partnerships with one another in an effort to increase traffic to the tasting room.

In regards to startup wineries, Denise said, "There are already so many great wines around, that being new and different is a drawback. So, it's imperative to employ a full-time marketer who is knowledgeable about the wine industry." Further, Denise suggests traveling to national wine events and eventually partnering with national distributors.

In regards to wine labels and varietals, Denise stressed it's all about the individual's knowledge about wine. "For the beginning wine drinker, the varietals probably don't mean much," said Denise. "However, if consumers see a high rating attached to a description, they would be more apt to try it. Additionally, some people are drawn to fanciful labels and wine names, such as Marilyn Merlot or Fat Bastard. However, these individuals are not necessarily serious wine collectors."

When discussing "agricultural destinations," Denise had not heard the term. She said, "If this is a tactic a winery will implement to promote and sell the wine, than it would be strategic to support a charity wine auction and donate an 'agricultural destination' trip. It creates goodwill and brand promotion."

Finally, Denise advises wineries must have that "hook." She said, "It could be an initial high rating, a special celebrity connection or any of a number of things. Just something that makes the wine special or different."



SWOT Analysis

Strengths

- White Wind Farms is local
- White Wind Farms is in an accessible location from the highway
- 30 minute drive from Kansas City
- White Wind Farms has plenty of space for outdoor activities
- Wine names well received by consumers
- Website is user-friendly and inviting
- Perceived as a destination for celebratory occasions
- Gilbert is a strong brand ambassador; his knowledge is extensive & his enthusiasm is contagious
- Consumers serve as brand ambassadors, promoting the winery to friends and family
- On-site sales are strong; average 2.2 bottles per visitor
- Margins on bottles of wine are sizable
- Pricing comparable to competition
- Majority of consumers plan their visit

Weaknesses

- Startup winery with minimal visibility in KC community
- Fanciful label is confusing to consumers
- Limited staff
- Vines not easily accessible for visitors and tours
- Communication with audience is ill-timed and scarce
- Poor signage
- Social media presence is meager, at best
- Wine labels do not promote "local"
- Lack of varietal on label doesn't drive sales
- Flavor profiles of the wine not distinct
- Minimal curb appeal
- Wine production hidden from visitors; lack of on-site education
- No promotion of off-site distribution
- Limited selection of wines
- Gilbert's debt

SWOT Analysis

Opportunities

- Domestic wines outsell import wines
- There are few known Kansas wineries
- Wine drinkers willing to pay more for a bottle at a winery versus in a liquor store
- Good potential for earned media
- Collaboration with area wineries and local businesses
- Potential to increase off-site sales at existing area distribution locations
- Online sales are growing in popularity due to convenience
- Consider pricing hierarchy
- Increase product and event offerings
- Expand tasting room and outside seating
- Implement targeted communication (i.e. Gen Y)
- Leverage consumers' preference for "local"
- Secure permit to serve food on site
- Eco-friendly packaging
- Wine is perceived as a "socially accepted" beverage
- Develop a signature event

Threats

- Environment and drought conditions
- Competition from other Kansas and Missouri wineries
- Economic factors caused decline in wine purchase
- Local wines are not associated with quality
- Non-traditional points of sale, such as drugstores, are among the fastest growing outlets for wine
- Microbrews and hard ciders are increasing in popularity
- Outsourcing grapes limits control over supply
- Value-priced wines (i.e. Trader Joe's "Two Buck Chuck")
- Federal and state regulations prohibiting online liquor sales and expanded distribution

Key Findings

1. Customer experience is the most important feature for local wineries.

- "The flavor of local wine is not the greatest. But, it's always really fun; it's about the experience."
- "I do not associate Kansas City with good wine. I just think of it as having a good time."
- "Several wineries we've visited have picnic tables where it doesn't matter if a person dumps a bottle of red wine on the table; these are old tables. But, it allows people to sit outside. I think that's the best part when we visit Herman in October. There are picnic tables everywhere and we sit outside with our wine, cheese and crackers to talk and drink with our friends."
- "What I associate with wineries is just being able to be outside and see how this has all come about, easily touring the facility whether it's a walking trail or little golf carts."
- "It's important to build a connection to something that's personal; to me, personal is important. I want something I can connect to the winery. When we tour vineyards and bring wines home, and then later find them again, we will purchase it. It's a connection to that place."

2. White Wind Farms can capitalize on "local" and "community."

- "In order to grow the brand, the winery must be elevated throughout the community. It's crucial to have a presence in the respective wine region and to form partnerships with local businesses."
- "I associate locally-made products with clean, simple and direct."
- "If I sample local wine and it even tastes mediocre, I immediately want to buy it to support local."



Key Findings

3. Customers expect wineries to offer expanded product offerings, such as food and merchandise.

- "I prefer food to go along with the wines. Other wineries I've visited offer food."
- "I've been to wineries where they offer baskets of apples, cheeses and bread. You purchase a certain size depending on the size of the group and then they give you a knife and a cutting board."
- "It would be good to have some food items, appetizers or dinner menu to accompany the visit – just different options besides wine."

4. Events are essential to wineries and the winery experience.

- "I think it would be a great place to have an event whether it be a dinner inside, an outdoor fire or BBQ. It is close enough to the city that it's a short drive but it's far enough out that we're getting away from the city."
- "I'd like to see a wine festival, a cooking class or even a pumpkins patch in the fall."
- "I like to make trips out of visiting wineries, which is why I feel like an event needs to be tied with it. Usually wine tastings is either for the whole day or the entire weekend."
- "I would visit local wineries more if I had a reason to do so. If there was a great local band playing, a dinner with a local chef or just a cool event, I would go."

5. The target audience is digital.

- "I learn about local events from emails I subscribe to as well as Facebook."
- "I stay up-to-date on local events from Facebook, whether it be company pages I follow or word-of-mouth from friends."
- "Social media is the best way to reach me."
- "I would just check the winery's webpage for calendar listings. It needs to be updated regularly, though."
- "I typically Google search for 'Kansas City events;' I also look for listings on KansasCity.com and other event sites specific to Kansas City."



Recommendations

Target Audience

Secondary and primary research shows Millennial women, those aged 21 to 32 years, and late generation X/early baby-boomer women, those aged 39 to 60 years, present the largest opportunities for White Wind Farms.

According to the IBISWorld 2012 Industry report, Millennials, those aged 21 to 32 years old, are the largest consumers of wine and possess the most potential buying power. Further, Millennials drive growth for lower-priced wines, specifically bottles priced between \$7.00 and \$25.00. As Millennials become the largest consumer demographic, this shift toward purchasing “affordable wines” will increase, which makes them a key target for White Wind Farms.

Millennials are more ethnically and racially diverse than older U.S. adults. Millennials are confident, self-expressive, liberal, upbeat and open to change. Millennials will likely be the most educated demographic in the U.S. because of the economy and high unemployment. Millennials thrive on their “work hard, play hard” mentality. Fifty-five percent of Millennials monitor spending very closely, and six in 10 search for bargains; discount items appeal to them. Additionally, Millennials rely on and value the opinions of family, friends and peers. Seventy percent feel more excited when friends agreed with them when deciding where to “shop, eat and play.”

Millennials are tech-savvy. This demographic expects mobile-friendly websites, strong Facebook presence, quick responses to “tweets” and substantiated rewards for having the most “check-ins” on Foursquare.

Primary research shows women aged 40- to 60-year-old women are currently the largest consumers of White Wind wines. This segment is loyal to the brand—ongoing marketing efforts to this group are also very important.

Although this age range is broad, a detailed MRI Report shows similar psychographics for White Wind Farms target audiences, detailed on the next page.



Women aged 21 to 60 years who drink wine value American-made products. This target is concerned about the environment and often purchase products based on quality, not price. The audience is more willing to try new products and the audience is not influenced by “what’s hot;” these women prefer to buy brands reflective of their style. Women aged 21 to 60 years who drink wine will research products before purchase, particularly before purchasing products online.

These women are not status seekers. This target is considered the “thought leader” among peers; people often seek advice from this audience before purchasing an item. Women aged 21 to 60 years who drink wine are conscientious; they check labels for nutritional and ingredient information. This target is concerned with health and prefers to purchase natural products. These women perceive themselves to be experts in the following categories: healthcare; physical fitness; healthy lifestyle; and environmentally-friendly products. This audience considers themselves to be experienced in the following categories: dieting; cooking; new food products; beauty; grocery shopping; gardening; interior decorating; and fashion. Women aged 21 to 60 years who drink wine consider themselves to possess above average knowledge in wine and restaurants.

This target audience considers the Internet a great medium to utilize to purchase products. Women aged 21 to 60 years who drink wine listen to the radio to stay up-to-date on current news and events. This target audience manages travel arrangements among peers and family; these women prefer to act as a “self-travel agent.” This audience prefers to stay in the U.S. for vacation.

Finally, this target audience believes the economy is recovering and is performing better than one year ago. This audience typically celebrates special occasions at restaurants and typically drinks wine with dinner. This audience is willing to spend more for a quality bottle of wine. Women aged 21 to 60 years who drink wine enjoy the fine arts and foreign cultures.

Strategic Messages

1. By supporting White Wind Farms, you are supporting the local community, the local economy and the entire local ecosystem.
2. Whether planning a girls’ night out, a family adventure or a romantic evening, White Wind Farms is a “close-to-home” destination, providing an easy break from one’s daily routine. Our tasting room and vineyard combine charm, fun and local flavor ideal for any occasion.
3. We are more than just a winery. We are educators, winemakers, entertainers and gardeners. We are a community-based farm featuring local wines, herbs, fruits and locally-raised sheep.



Goals, Objectives and Tactics

Both current and potential customers of White Wind Farms believe the winery has potential to become a destination for those seeking to enjoy wine, the outdoors and much more. By focusing on five key goals and their supporting objectives and tactics, White Wind Farms could become a community-based farm while capitalizing on the region's desire to support all things local and agricultural.

With a marketing communications strategy focused on raising brand awareness, selling more wine, driving visitors to the farm, hosting annual events, implementing a social media strategy and enhancing the overall customer experience while at the farm, White Wind Farms has the ability to educate the Kansas City community on all things agricultural and become an integral contributor to the farm to table movement.

Goal no. 1 | Elevate regional brand awareness of White Wind Farms

- Objective no. 1 | Hire one part-time, dedicated marketing communications/events manager
 - Tactic: Utilize staff member to oversee all marketing efforts including social media, email creation and distribution, event promotion, off-site event orchestration and more
- Objective no. 2 | Generate 100,000 impressions from regional advertisements
 - Tactic: Secure three advertisements in the following publications: The Pitch, Ink and KC Magazine quarterly
 - Tactic: Purchase billboard space off I-35 or U.S. Highway 169
 - Tactic: Become a standard member of the Kansas City Convention & Visitor's Bureau Association
- Objective no. 3 | Support two local food and wine events annually
 - Tactic: Partner with local restaurant to purchase booth space at Taste of Kansas City | May 2013
 - Tactic: Sponsor the Village West Wine Fest September 2013
 - Tactic: Support the Wine Walk on Delaware, which occurs monthly from April to September 2013



Goals, Objectives and Tactics

Goal no. 2 | Enhance customer experience at White Wind Farms

- Objective no. 1 | Create and implement a customer satisfaction survey to establish a baseline from which to improve
 - Tactic: Send a brief visitor questionnaire weekly to new customers
 - Tactic: Establish a goal to improve upon each quarter
- Objective no. 2 | Secure one business partnership with off-site caterer
 - Tactic: Collaborate with caterer to develop a line “bistro boxes” that contain various cheeses, fruits and cured meats
 - Tactic: Bundle product offerings so visitors can receive a bottle of wine and “bistro box” at a discounted price
- Objective no. 3 | Increase outdoor seating to accommodate up to 100 visitors
 - Tactic: Purchase picnic tables in bulk
 - Tactic: Enhance curb appeal, such as landscaping, to encourage visitors to sit outside
- Objective no. 4 | Increase merchandise sales by 20 percent
 - Tactic: Create custom-branded merchandise for visitors to purchase, such as glasses, wine keys and stoppers

Goal no. 3 | Implement an enhanced social media strategy to engage with target audience, build relationships, increase brand awareness and grow local partnerships

- Objective no. 1 | Increase Facebook followers to 500 by September 2013
 - Tactic: Promote Facebook page on all marketing communications collateral such as emails, flyers, etc.
 - Tactic: Delegate Facebook page ownership to part-time marketing communications manager
 - Tactic: Implement “Facebook check-in rewards” program with visitors
 - Tactic: Use Facebook to share White Wind Farms’ story, product offerings, “behind the scenes” happenings and more
- Objective no. 2 | Establish one Twitter account, attract 200 followers by September 2013
 - Tactic: Utilize Hootsuite to schedule one tweet per day
 - Tactic: Discuss trends, opportunities and knowledge in the national wine industry
 - Tactic: Become a “wine industry expert” via Twitter
- Objective no. 3 | Establish a LinkedIn Page to grow business-to-business opportunities, attract 200 followers by September 2013
 - Tactic: Encourage Kansas City business community to host private corporate events and dinners on-site
 - Tactic: Send informational packages to corporate contacts established via LinkedIn
 - Tactic: Invite corporate contacts to host wine tastings at a discounted rate as part of team-building outings and client appreciation events
- Objective no. 4 | Increase YouTube subscribers to 100 by September 2013
 - Tactic: Utilize Vick, the video producer, more to shoot b-roll footage and scripted videos to drive viewers
 - Tactic: Create informational/educational videos once per month and share via social media
 - Tactic: Encourage White Wind Farms’ consumers to post self-made videos either while on the farm or enjoying White Wind Wines at home

Goals, Objectives and Tactics

Goal no. 4 | Drive traffic to White Wind Farms and increase customer engagement

- Objective no. 1 | Leverage Groupon's customizable marketing solutions to sell 300 exclusive event opportunities (i.e. cooking classes, private tastings, etc).
 - Tactic: Build repeat business and customer loyalty by partnering with Groupon
 - Tactic: Utilize Groupon's custom-campaign feature to promote offerings
- Objective no. 2 | Send weekly communication to customer database
 - Tactic: Segment current customer database by customers, vendors and local partners
 - Tactic: Collect email information in tasting room by leaving a form on the counter for visitors to complete while on site
 - Tactic: Promote weekly wine tastings and events
- Objective no. 3 | Host seasonally-relevant "Cooking With Wine Classes" six times per year featuring herb garden and self-picking berry fields
 - Tactic: Move forward with self-picking berry fields and herb garden to provide more on-site activities for visitors and integrate "farm-to-table" concepts with events.
 - Tactic: Partner with Kansas City chef to feature local cuisine and incorporate White Wind Farms wines in the dishes
 - Tactic: Educate participants on fun and innovative ways to cook with wine
 - Tactic: Educate participants about how to grow and maintain their own herbs and berries
 - Tactic: Incorporate fruits and herbs grown on White Wind Farms' property to promote "locally-grown" and "farm-to-table" concepts
- Objective no. 4 | Host a "Summer Concert Series," charging a small fee for attendees at \$5 per ticket, generating \$2,000 in gross revenue
 - Tactic: Invite local bands to participate in the summer concert series
 - Tactic: Host the band the Second Saturday of each month, from June-September 2013
 - Tactic: Collaborate with local food vendors to host food stations on site
- Objective no. 5 | Host one "Wine and Roses" event, generating 200 attendees
 - Tactic: Execute an event on Mother's Day to attract White Wind Farms' target audience
 - Tactic: Incorporate family-friendly activities, such as sheep-petting or sheep-shearing, for children
 - Tactic: Provide each mother with a rose and a complimentary glass of wine
 - Tactic: Offer discounts on White Wind Farms bottle of wine
 - Tactic: Sell potted roses and other local items on-site to incorporate the community-based farm
- Objective no. 6 | Implement one annual "signature" event, such as the Fall Grape Stomping Festival, attracting 300 attendees
 - Tactic: Promote this event from June to September, leading up to the day of the event
 - Tactic: Invite regional media to attend the event
 - Tactic: Encourage local businesses to participate to advance White Wind Farms as a "community-based farm"

Goals, Objectives and Tactics

Goal no. 5 | Emphasize White Wind Farms distribution channels to increase online and off-site sales

- Objective no. 1 | Host off-site tastings bi-weekly at area retail locations to increase off-site sales by 20 percent
 - Tactic: Utilize part-time marketing communications manager to manage and implement events
- Objective no. 2 | Distribute 200 flyers quarterly to each area retail liquor store
 - Tactic: Manage relationships with store owners in order to position collateral near the front and remain top-of-mind
- Objective no. 3 | Increase online sales by 20 percent
 - Tactic: Include “Where to Buy” button in email communication and on the website
 - Tactic: Distribute an email each Thursday featuring a White Wind Farms “wine of the week” that includes suggested recipes for dinner

Goal no. 6 | Evolve the White Wind Farms brand as the winery business grows

- Objective no. 1 | Redesign labels by third year of production (2014) to elevate brand perception
 - Tactic: Include varietal and/or blend on all four labels
 - Tactic: Explain flavor profiles of each wine on their respective labels
 - Tactic: Tell the White Wind Farms Story on the back of every bottle

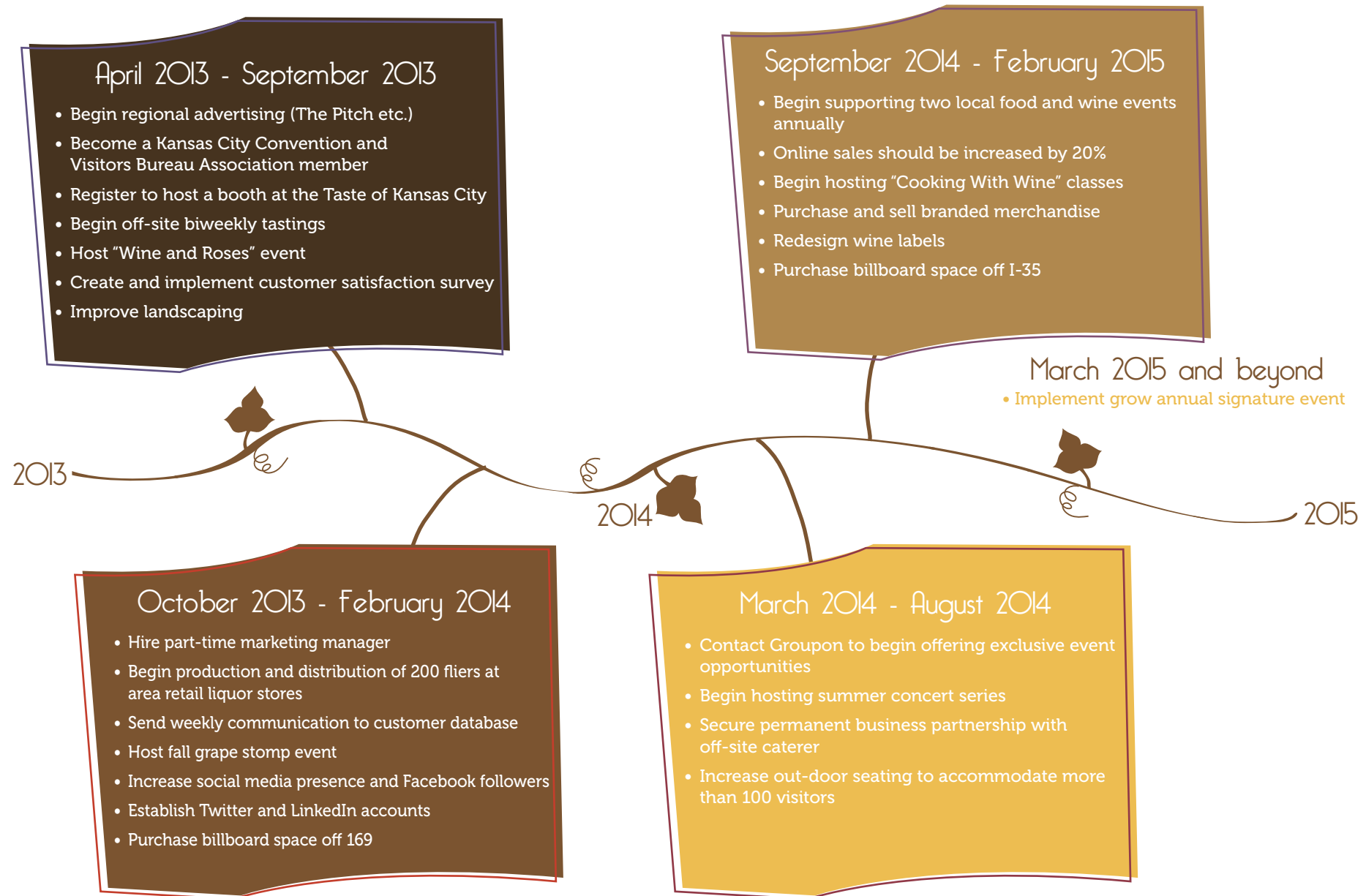
Budget

White Wind Farms	
Strategic Communications Campaign	
Proposed Budget	
Items	Estimated Cost
Goal 1 Brand Awareness	
Objective no. 1 - Marketing Manager	\$15,000
Objective no. 2 - Impressions	
<i>The Pitch, Ink & KC Mag:</i>	
Quarterly advertisements @ \$1400/pub	\$4,200
<i>I-35 Billboard Fees:</i>	
Monthly Fee	\$4,500
One-time vinyl poster printing fee	\$600
Freelance Artist - if needed	\$50
<i>U.S. Highway 169 Fees:</i>	
Monthly Fee	\$600
One-time printing fee	\$50
Freelance Artist - if needed	\$20
<i>KC Convention & Visitor's Association:</i>	
Annual membership fee	\$500
Objective no. 3 - Regional Events	
<i>Taste of Kansas City</i>	
Entry Fee - includes hosted table @ event	\$300
Product cost	\$100
<i>Village West Wine Festival</i>	
Product donation to KC Cause - includes hosted table @ event	\$200
Sponsorship fee for logo inclusion on ice wall	\$250
<i>Wine Walk on Delaware</i>	
Product cost	\$100
Goal 2 Customer Experience	
Objective no. 1 - Survey (cost covered by MM)	\$0
Objective no. 2 - Business partnership w/ caterer	
<i>Bistro Boxes design & launch</i>	
Objective no. 3 - Seating	
Outdoor Seating - 10 pack of picnic tables	\$1,599
Objective no. 4 - Merchandise	
<i>Branders</i>	
250 branded corkscrews @ \$1.09 per corkscrew	\$272.50
Artwork fee	\$50
Estimated shipping	\$30.00
<i>Staples Promotional Products</i>	
500 branded bottle stoppers @ \$1.12 per bottle stopper (includes artwork fee)	\$560
576+ branded wine glass @ \$2.77 per glass (includes artwork fee)	\$1,152

Goal 3 Social Media Strategy	
Objective 1-4 - all costs covered by MM	\$0
Goal 4 Drive Traffic & Increase Customer Engagement	
Objective no. 1 - Groupon	
<i>No cost; however, Groupon receives half of offering revenue</i>	
Objective no. 2 - email communication (cost covered by MM)	\$0
Objective no. 3 - seasonally-relevant Cooking With Wine classes	
Plants, herbs, soil, mulch & labor	\$1,000
Food and chef fees - \$300 @ 6 events per year	\$1,800
Objective no. 4 - Summer Concert Series	
Local musician per event	\$500
Labor & staff per event	\$500
Objective no. 5 - Wine & Roses Event	
Marketing, decorating, cost of giveaway roses & wine, food and labor	\$1,000
Staff fee to manage sheep area	\$50
Objective no. 6 - Signature Event	
Online advertising	\$1,400
Live band	\$1,000
Labor & staff for event	\$500
Portable toilets for increased attendance at events (cost is per toilet - determine needs for each event)	\$125
Goal 5 Enhance distribution channels	
Objective no. 1 - Off-site tastings	
Product cost	\$60
Objective no. 2 - 200 flyers	
Kinkos - \$.53 per color copy	\$106
Graphic Designer - \$75 per hour (average time - 3 hours)	\$225
Objective no. 3 - online sales (cost covered by MM)	
Goal 6 Evolve Brand	
Objective no. 1 - Label redesign	
\$400 per label @ 4 labels	\$1,600
Campaign Total	\$40,500



Timeline



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LaBella Vineyards & Winery | Wellington, MO <http://www.labellawinery.com/>

List: Wineries near kansas city. (2012, 06 25). Retrieved from
<http://www.bizjournals.com/kansascity/news/2012/06/25/list-boutique-wineries-near-kansas-city.html>

Louisburg Cider Mill <http://www.louisburgcidermill.com/>

Middle Creek Winery | Louisburg, KS <http://middlecreekwinery.com/>

Millennials: Confident. Connected. Open to Change
<http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/>

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Night Hawk Wines | Paola, KS <http://www.nighthawkwines.com/>

Olivier, R. (2008). Red wine consumption & associated health benefits, the resveratrol story. *Original Internist*, 15(3), 119.

Penumathsa, S. V., & Maulik, N. (2009). Resveratrol: A promising agent in promoting cardioprotection against coronary heart disease. *Canadian Journal of Physiology and Pharmacology*, 87(4), 275.

Pome on the Range Orchards and Winery | Williamsburg, KS
<http://www.pomeontherange.com/index.php>

Renaud, S. (2012, 12 3). Scientist whose research proved that red-wine drinkers were less liable to heart attacks and who later promoted the Cretan diet. *The London Times*, p. 45.

Riverwood Winery | Weston, MO <http://riverwoodwinery.com/>

Somerset Ridge Vineryard and Winery | Somerset, KS <http://somersetridge.com/>

Stone Pillar Winery | Olathe, KS <http://stonepillarvineyard.com/>

Van Till Farms Winery | Rayville, MO <http://www.vantillfarms.com/>

Appendices

White Wind Farms Sample Posts

Sample Facebook Posts

Recommended – one post per day

o “Visiting the winery this weekend? Make sure to check in via Facebook and receive 5 percent off your purchase. For tasting room hours, visit our website: <http://whitewindfarms.com/contact-us/>”

o “Cheers to your health! According to research from Genetic Engineering & Biotech News, moderate red wine consumption benefits overall health and increases longevity. <http://www.genengnews.com/gen-news-highlights/conclusive-evidence-for-red-wine-s-health-and-longevity-benefits/81248081/>”

o “Happy Cinco de Mayo. Pair your holiday-inspired dishes with our semisweet white wine, Mischievous. It goes great with spicy food. Visit our website to see one of our nine retail locations and pick up a bottle today. Olé! <http://whitewindfarms.com/>”

o “In the spirit of Mothers’ Day, we are hosting our inaugural Wine & Roses event. Moms can enjoy complimentary wine while celebrating with their loved ones. Our tasting room and vineyard combine charm, fun and local flavor ideal for this special day. Visit our site for more details: <http://whitewindfarms.com/events/>”

o “Cool off from the summer heat with a chilled bottle of Chaos. Our dry white wine is crisp, refreshing and flavorful. https://www.vinoshipper.com/wines/white_wind_farms/chaos_5,247”

o “Whether planning a girls’ night out, a family adventure or a romantic evening, White Wind Farms is a “close-to-home” destination, providing an easy break from one’s daily routine. Our tasting room and vineyard combine charm, fun and local flavor ideal for any occasion. <http://whitewindfarms.com/portfolio/>”

o “At White Wind Farms, we implement “green practices.” Our babydoll sheep eat broadleaf weeds, grass and the portion of the vines that require pruning. Also, their hooves irrigate the ground by creating grooves in it, so it is fertilized naturally. Link to pic of sheep:”

o “Saturday’s concert series features music from Kansas City’s local band – Leawood Stock. The tasting room opens at 11:00 a.m. and the music starts at 3:00 p.m. Come early to enjoy the wine and outdoors before the music starts. Visit our site for event details: <http://whitewindfarms.com/events/>”

Sample Tweets

Recommended – two tweets per day

Max 140 characters

Recommended handle: @WhiteWindFarmsKC

o “Join our Facebook page today & receive 5% off your purchase when you check in! Learn more: <http://on.fb.me/11HI1BJ>”

o “It’s a hot one today! Cool off from the heat w/ a refreshing bottle of chilled Chaos, available @ our 9 retail spots: <http://bit.ly/YFZCU2>”

o “Research shows moderate wine consumption is heart healthy. Read the latest research from @genbio <http://bit.ly/YRcx4u>”

o “Our summer concert series heats up w/ #KC band Leawood Stock. Join us this Sat. for great music, vino & food <http://bit.ly/YdiDB1>”

o “As a close-to-home destination we offer an easy break from your daily routine. Get some R&R in our tasting room today: <http://bit.ly/11Ios8w>”

o “Join us for our inaugural Wine & Roses event to celebrate the moms & women in our lives. Visit our site for event info: <http://bit.ly/YdiDB1>”

o “Mischievous pairs w/ spicy food like peanut butter to jelly. Visit our site for this week’s featured wine & food combo: <http://bit.ly/YFZCU2>”

o “See our babydoll sheep at work! These guys help us implement green practices that protect our environment: (link to photo of sheep)”

Appendices

White Wind Farms Wine & Roses Script

Wine and Roses script
Greetings friends,

Looking for a place to take your best girl on Mother's Day? Well join us for "Wine and Roses".

I'm Gilbert Hermes and I would like you to visit us for a fun-filled Mother's Day weekend here at White Wind Farms. Our roots run deep, and to honor our mother's we're hosting an event to encourage everyone to come down to the winery, learn about the history of roses- from the antique through modern hybrids- enjoy ours wines and soak in the atmosphere of our lovely tasting room and patio.

The celebration weekend is not just for adults. Please, feel free to bring the kids. We'll have sheep shearing Saturday, and on Mother's Day there will be sheep outside for children to pet...so please, bring the whole family to White Wind Farms this Mother's Day weekend.

For more information check-out our website...white-wind-farms-dot-com...or call us at 9-1-3 2-4-9 49-hundred.
I look forward to seeing you very soon.

Mock Media Alert

Broadcast Media Alert: White Wind Farms Celebrates Mothers With “Wine & Roses” Spring Event

Who: Launched in September 2012, White Wind Farms is one of the newest wineries in the Kansas City region. Based in Paola, Kan., White Wind Farms creates four wines from grapes grown in its vineyard, which includes Chaos, a dry white wine; Mischievous, a semi-sweet white wine; Talon, a dry red wine; and Bandit, a semisweet red wine.

What: White Wind Farms will host a weekend-long event that coincides with Mothers’ Day Weekend. Several on-site activities will take place during the weekend-long event, including sheep sheering, a sheep-petting area and vineyard tours. Guests can also enjoy catered food from local restaurants and mothers will receive complimentary roses upon arrival.

Where: White Wind Farms | 21045 K-68 Highway | Paola, Kansas 66071

When: Friday, May 10-Sunday, May 12 from 8:00 a.m.-4:00 p.m.

Why: In the spirit of Mothers’ Day, White Wind Farms will offer a family-friendly environment where moms can enjoy complimentary wine while celebrating with their loved ones. The tasting room and vineyard combine charm, fun and local flavor ideal for this special day. Additionally, White Wind Farms will integrate its locally-grown products into the event, enhancing the experience for guests.

Contact: Gilbert Hermes, White Wind Farms | gilbert@WhiteWindFarms.com | 913.294.4900

Mock Press Release

For immediate release

Contact:
Gilbert Hermes
White Wind Farms
gilbert@WhiteWindFarms.com
913.294.4900

White Wind Farms Celebrates Mothers With “Wine & Roses” Spring Event

Paola, Kan. – May 07, 2013 – White Wind Farms, one of Kansas City’s newest wineries based in Paola, Kan., is hosting a weekend-long event to celebrate mothers and show appreciation for women. The event coincides with Mothers Day, which is Sunday, May 12.

“In the spirit of Mothers’ Day, we will create a family-friendly environment where moms can enjoy complimentary wine while celebrating with their loved ones,” said Gilbert Hermes, founder and owner of White Wind Farms. “Our tasting room and vineyard combine charm, fun and local flavor ideal for this special day.”

Several on-site activities will take place during the weekend-long event, including sheep sheering, a sheep-petting area and vineyard tours. Guests can also enjoy catered food from local restaurants and mothers will receive complimentary roses upon arrival.

“At White Wind Farms, we are a community-based farm featuring local wines, herbs, fruits and locally-raised sheep,” said Hermes. “This Mothers’ Day, we will integrate our locally-grown products into the event, enhancing the experience for our guests.”

The event begins Friday, May 10 and concludes Sunday, May 12 and is hosted at White Wind Farms winery. Located 30 minutes from downtown Kansas City, Mo., White Wind Farms is a “close-to-home” destination, accessible from Kansas Highway 68.

About White Wind Farms

Founded in 2000 as a wholesale nursery, White Wind Farms recently expanded its products to include wine grapes, which led to the production of White Wind Farms wine. The winery, launched in September 2012, is one of the newest wineries in the Kansas City region. Based in Paola, Kan., White Wind Farms creates four wines from grapes grown in its vineyard, which includes Chaos, a dry white wine; Mischievous, a semisweet white wine; Talon, a dry red wine; and Bandit, a semisweet red wine.
www.WhiteWindFarms.com

Appendices

Mock Visitor Survey

White Wind Farms Visitor Survey

How did you hear about White Wind Farms? _____

Among the wines you have tasted today, which is your favorite? _____

Did you have any trouble locating the winery? _____

Is this your first time visiting us? If not, how many times have you been to White Wind Farms? _____

Do you have any suggestions for events you would like to experience here at the winery? _____

How can we make your White Wind Farms experience better? _____

White Wind Farms Contacts

Regional Contacts

Signage

Kansas Department of Transportation LOGOS Program

General Manager: Tana Mock

(785) 272-1771

www.kansasinterstatelogos.com

The Kansas Department of Transportation's Kansas LOGOS program is responsible for interstate signage throughout the state. According to General Manager Tana Mock, the only destination signs allowed on the interstate are the large blue boards that show lodging, gas and attractions. All signs are located 800 feet from the exit. The cost of putting a business or attraction billboard on the highway is based on traffic count. Certain qualifications must be met and Gilbert Hermes will have to fill out a travel and tourism application on the department website. The cost to add a sign on U.S. Highway 169 just before the White Wind Farms exit is \$2,000 per year.

Kansas Tourist-Oriented Directional Signs Program (TODS)

General Manager: Tana Mock

(785) 272-1771

www.kansasinterstatelogos.com

The Tourist-Oriented Directional Signs program (TODS) will be helpful for motorists on Kansas Highway 68. Motorists travelling east on Kansas Highway 68 are able to see the large "Winery Open" sign as they approach; however, there is insufficient signage for those travelling west on Kansas Highway 68. The application for TODS is also located at www.kansasinterstatelogos.com. The cost to add a smaller TODS plaque on Kansas Highway 68 is \$480 per year.

CBS Outdoor Billboards

Contact: Russ Adams

(816) 421-6720

2459 Summit St, Kansas City, MO 64108

<https://www.cbsoutdoor.com/>

CBS Outdoor has billboards all over the Kansas City area. There are two types that would be useful for White Wind Farms: a full billboard or a smaller poster board.

According to Adams, the cost to place outdoor advertising in relevant areas is as follows:

1. The billboards on I-35 in Kansas City:
 - o \$3,500-4,500 per month for a static billboard
 - o \$50 for freelance artist to design the billboard
 - o \$600 for printing the vinyl poster
2. For a 10.5ftx22.8ft poster of 169:
 - o \$500-\$600 a month for the poster
 - o \$50 for freelance designer
 - o \$20 for printing

Appendices

White Wind Farms Contacts

Public Relations and Advertising

Kansas City Convention and Visitors Bureau Association

Destination Services Executive Coordinator: Karen Myer

(816) 691-3813

1100 Main St #2200 Kansas City, MO 64105

www.visitkc.com

The Kansas City Convention and Visitor's Bureau Association offers membership to local businesses in exchange for advertising and access to convention organizers that visit the Kansas City area. In addition the standard membership allows White Wind Farms to be listed on the CVBA website and in the Association's Visit KC guide which has 225-thousand copies printed annually, distributed to Kansas, Missouri, Nebraska, Iowa and Minnesota. Members in this tier also gain 24 hour access to the CVBA mobile application and website to update your company's events calendar.

The Pitch

Multimedia Advertising Sales Manager: Erin Carey

(816) 218-6735

1701 Main St. Kansas City, MO 64108

www.pitch.com

The Pitch is a Kansas City area publication focused on area lifestyle, entertainment and restaurant attractions. It is one of the more cost effective papers to advertise with in Kansas City. According to Multimedia Advertising Manager, Erin Carey, an online advertisement with 10,000 impressions (meaning the banner will show up 10 thousand times per week) is the most successful for businesses with limited advertising budget. All production cost of the advertisement is covered. Further, there is no set-up fee and White Wind Farms can change the ad as necessary for the time it is posted on www.pitch.com. The website has seven- to-eight hundred thousand visits a month, and it is more cost effective than advertising in print.

The cost to have 10,000 impressions is \$120 per week. The total cost will be \$1,440 for the recommended-12 week campaign. Carey says she can provide White Wind Farms an additional discount should the winery decide to advertise with The Pitch. In addition, the marketing manager says she will send the winery information to the editorial department as she believes the bloggers would like to visit the winery, taste wines and blog about the experience.

Ink Magazine

Account Executive: Vanessa Cumberford

vanessa@inkKC.com

(816) 234.4220

1729 Grand Blvd. Kansas City, MO 64108

Ink Magazine is a Kansas City area publication focused on Kansas City's cultural, lifestyle and entertainment assets. The online and print content informs, entertains and links 21- to 34-year-olds who work and live in Kansas City. Reaching more than 460,000 individuals, this demographic is also one of White Wind Farms' recommended target audience.

White Wind Farms Contacts

Branded Merchandise

Branders

Sales Associate: Josephine Mararagan

(866) 248-5593

jmararagan@branders.com

www.branders.com

Branders is a company that sells and brands items in bulk. Contact Josephine Mararagan for 250 branded cork screws with the White Wind Farms logo at a cost of \$353.12. Mararagan also quoted a price of \$519.05 for 100 branded bottle stoppers. These items can be sold at the winery as memorabilia for guests.

Local Partnerships

On The Rocks Liquor Store (Lawrence, Kansas)

Wine Manager: Benjamin de Hoog

(785) 841-2337

1818 Massachusetts St. Lawrence KS, 66044

On the Rocks is one of the largest Lawrence, Kan., liquor stores. Benjamin de Hoog expressed interest in carrying White Wind Farms wine in-store. De Hoog says he will need to first set up a private wine tasting with Gilbert Hermes to taste the wines. After approval from de Hoog, Hermes will be invited to host a wine tasting at On the Rocks and the liquor store will purchase additional cases from the winery for sale in the store's local wine section. The wine manager says the store has healthy local wine sales.

Gaslight Gardens

Owner: Craig Nowatzke

Cell: (785) 766-2985

Business: (785) 856-4330

317 N 2nd St. Lawrence, KS 66044

Gaslight Gardens is a small bar and shop in North Lawrence, Kan. The tavern makes sandwiches to order, made with locally grown baby greens and other vegetables, as well as sells a variety of meats and cheeses with baguettes. The tavern also makes cheese trays and homemade hummus. Owner Craig Nowatzke says he would be interested in a partnership with White Wind Farms. The winery could potentially carry some of Gaslight's food selections, and Nowatzke says he is interested in carrying White Wind Farms wines. The tavern has been featured in local newspapers and online magazines.

Events

Mackinaw Valley Vineyard

Vineyard and Winery owner: Paul and Diane Hahn

33633 Illinois 9, Mackinaw, IL 61755

(309) 359-9463

Mackinawvalleyvineyard.com

Diane Hahn would be a good resource for advice on how to grow the winery. Mackinaw Valley Vineyard sees hundreds of customers each weekend for various events. Specifically, Hahn says the weekly Saturday music events attract between five hundred and two thousand people. Hahn also handles online, radio and television marketing for the vineyard.

Appendices

White Wind Farms Contacts

Village West Wine Festival

Sponsorship and Vendor Participation Contact: Abe Glaser

(913) 967-6505

<http://www.villagewestwinefest.com/>

Village West Wine Festival showcases more than 200 wines and 100 beers from around the world and features food from Kansas City's best restaurants, bars and caterers. This event also contains exhibits the community's most dedicated charities. White Wind Farms can participate by simply donating its preferred cost of product to the event, which guarantees a table to showcase the product. Gilbert can also sponsor the event at a low cost of \$250, which assures logo inclusion on the "ice wall of sponsors."

Zters Waste Value

(877) 351-8028

<http://dumpstersyp.zters.com/>

Diane Hahn urged the need for available toilets should White Wind Farms decide to host a large event. Zeters is a local company that offers delivery and pick-up of portable toilets in the Kansas City area including Paola.

Appendices

INK Media Kit



ink
inkkc.com

2013 media kit
Retail

WHAT IS INK?

Whether you're planning your life or your weekend, draw from Ink, the definitive lifestyle and entertainment publication for local young professionals.

Our online and print content informs, entertains and links 21- to 34-year-olds who work and play in Kansas City, Lawrence and the surrounding areas.

Ink keeps you updated on the latest trends.

We'll help you take care of your daytime obligations and nightlife aspirations.

And here's the best part: Ink is produced by smart, sophisticated and connected 20- and 30-somethings who are part of the coveted demographic Ink will help you reach.

IT'S NOT BLACK AND WHITE, BUT IT'S READ ALL OVER.



distribution/demographics

50,000 copies are distributed every Wednesday to 1,600 locations throughout the city and surrounding areas. Distribution focuses on high traffic areas reaching our target age demographic of 21- to 34-year-olds.

Indoor racks
Find at area locations such as Price Chopper, Sunfresh, HyVee, Walmart, Hen House, Dillons, CVS and 7-Eleven.

Also available at bars, coffee shops, college campuses, convenience stores, entertainment venues, gas stations, gyms, health clubs, restaurants, retail locations, sorority and fraternity houses, and event locations like the American Royal Barbecue, Royals games, etc.

Highly visible outdoor boxes

Ink Retail rates

	Column x Inches	8x	13x	26x	52x	OPEN RATES
Full	6 x 9.75	\$1,670	\$1,470	\$1,170	\$970	\$2,240
Page Stealer	4 x 9.75	\$1,076	\$924	\$812	\$673	\$1,445
Half Horizontal	6 x 4.75	\$955	\$818	\$721	\$599	\$1,270
Half Vertical	3 x 9.75	\$955	\$818	\$721	\$599	\$1,270
Large Vertical	2 x 9.75	\$812	\$693	\$614	\$510	\$1,090
Quarter	3 x 4.75	\$620	\$525	\$470	\$391	\$830
Standard	2 x 4.75	\$427	\$356	\$325	\$272	\$570
Strip	1 x 9.75	\$427	\$356	\$325	\$272	\$570
Eighth Horizontal	3 X 2.25	\$229	\$183	\$177	\$149	\$280
Budget	1 X 4.75	\$229	\$183	\$177	\$149	\$280
Double Truck Strip	13 X 3	\$1375	\$1155	\$1015	\$842	\$1807
Open Sizes	Cost Per Inch	\$40	\$35	\$30	\$25	\$34

Premium positions available. Talk to your account executive about the inside cover, back page, and other premium positions.

Recommended sizes



DEADLINES
Ink publishes on Wednesday mornings.

Space deadline: 5 p.m. prior Wednesday
Proof deadline: 5 p.m. prior Wednesday
No Proof Deadline: 5 p.m. Thursday (space deadline is by Wednesday, 1 day prior)

DIGITAL SPECIFICATIONS:

- PDFs created out of InDesign are NOT recommended. Either export file as an EPS, or create a Postscript file, then run through Adobe Distiller.
- We accept files in all Adobe Suite applications up to version CS5 and we accept Quark files up to version 6.5.
- File formats accepted: PDF, EPS, TIFF, JPEG, DOC, PS.
- Photo files should be CMYK and at least 300 dpi at publication size. Files pulled off the web are UNACCEPTABLE as they are generally only 72 dpi and will not print well. Files submitted as RGB will be converted to CMYK.

AD SUBMISSION

- Digital: Studio Online is The Kansas City Star's free file transfer system. Ads or ad materials can be sent digitally through Studio Online.
- Mail: http://no.expressads.com/active for ad delivery directions. First-time users will be required to complete the registration form to receive a top-in and password. Your account executive can provide details.

Ink draws in its readers from more than 460,957 adults ages 21-34 in the Kansas City area

- 1 in 2 have household incomes of \$50K+
- Average household income \$66,385
- 1 in 2 work in white collar jobs
 - 50% are homeowners
 - 46% are business professionals
 - 46% are married
 - 65% eat out at least 6+ a month

"Source: Scarborough 2012 R2"

- Total expenditures in KC exceed \$12 billion with nearly \$300,000 on apparel, over \$1.8 billion at grocery stores, over \$1.2 billion on health care and \$550 million on health & personal care stores
- More than \$7.5 billion was spent by young adults at retail stores in KC
- Nearly \$1.5 billion is spent on new & used automobiles in KC
- Nearly \$600 million was spent on eating & drinking out at restaurants last year
- \$253 million was spent on alcohol in the past 30 days
- Nearly \$160 million was spent on furniture

"Source: Claritas 2013"

Additional information available at your request:

- "At Home with" Features
- Bar Guides
- Bridal Features
- Dining Features
- Dining Guides
- Fashion Features
- Gift Guides
- Home Buyers' Guides
- InkKC.com
- Middle of the Map
- Monthly eBlasts
- Office Space Features

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- Chad Parkhurst, Sales Manager: cparkhurst@inkccstar.com, 816.234.4951
- Jennifer Hack, Editor: jennifer@inkcc.com, 816.234.4792
- Jackie Wittinger, Events & Promotions: jwittinger@inkccstar.com, 816.234.4226

Pitch Sponsorship



2013 Event Sponsorship & Sampling Opportunities
for



WHITE WIND FARMS

Pitch 1701 MAIN STREET / KANSAS CITY, MO 64108 / (816.561.6061) @thepitch @pitchmag @pitchkyg pitch.com



Event: Artopia is a unique event that incorporates food, drinks, art, music, theater, and fashion into one evening. The event will take place from 7pm-11pm on Saturday, April 13 at Screenland Theatre. \$15-\$25 Tickets will include complimentary food, drinks, and entertainment.

Date: Saturday, April 13, 2013

Location: Screenland Theatre
1656 Washington, KC, MO

Sampling Restaurants will receive:

On-Site Promotional Rights

- Exhibition space with a 6 ft table for sampling, demonstrating, and promoting your business
- Signage opportunities with prime placement in high traffic locations
- Opportunity to hand out coupons/premiums to all guests in attendance
- Direct marketing access to 900 desirable attendees, with opportunities to build your current database, roll out promotions & contests, etc.

Media Exposure

- Print - logo inclusion in Full page 4-color ads in the Pitch 6 weeks prior to the event (space/color avail. Basis)
- Web Site - logo inclusion on pitch.com 6 weeks prior to event
- Logo inclusion in all graphic email blasts that promote the event
- Advertising exposure in the Artopia Section (included in agreement options on following page), which will appear in The Pitch on 4/11/13. Client has the opportunity to use and/or purchase 4-color at additional costs.
- Social media invite
- Editorial write-up in the sponsor section of the Artopia Supplement
- PA announcements

Pre-Event Promotions/Collateral

Four business will receive premier logo inclusion on all printed material including the following:

- 5,000 fliers
- Pitch.com splash page with logo & link
- 1,000 posters
- Event programs
- Name inclusion on press releases
- Inclusion on e-blasts

Hospitality/Other

- Official event status and use of Artopia name/logo for company marketing
- Opportunity to insert 100 items in the VIP bags. Items due 2 weeks before the event
- 6 tickets to the event for staffing the event & additional entries
- 50% off additional ticket purchases
- First right for 2014 event for 90 days after event
- Cross promote with other participating sponsors

Sponsorship Value: \$5,000

Pitch 1701 MAIN STREET / KANSAS CITY, MO 64108 / (816.561.6061) @thepitch @pitchmag @pitchkyg pitch.com



Event: The Pitch is proud to present the Annual Taste of KC Competition in conjunction with Big Brothers/Big Sisters & Taste magazine 2013. This benefit will showcase six local chefs* in a head to head competition, judged by local celebrities. During the event attendees will sample award winning cuisine from Taste 2013. The event will be limited to 1,300 people & will include food & drinks for the entire evening. Sampling of cuisine, cocktails & live music await you at this year's cutting edge event! As a sampling vendor you will be able to directly market 1,300 people in the 25-40 year old demo who spend discretionary dollars on dining and entertainment.

Date: Sunday, May 19, 2013

Location: Level Block at the Kansas City Power & Light District
151 E. 13th St, KC, MO 64105

Time: 5:00-8:00 p.m.

Ticket Cost: Tickets - \$25 per person, \$40 at the door
Block of 10 tickets for \$230 (advance only)

Sampling Restaurants will receive:


- Logo on pitch.com splash page promoting the event
- Logo on Six Full page 4 color ads promoting Taste of KC (space/color available basis)
- Logo on pitch.com/flybook ad
- Logo on 5,000 fliers
- Logo on 1,000 posters
- Name mention on social media invite
- Restaurant name in Taste of KC ad in Taste Menu Guide
- Taste will be distributed in the May 16 issue of The Pitch, at Taste of KC on May 19th & area KC hotels
- Draped/skirted table at the Event to display your samplings
- 4 entries to the event. This includes people working at the event. Adhd half price tickets available
- Spot on Taste of KC promotional newsletter
- 100 inserts in VIP goodie bags. Items needed by May 10

Sampling Sponsor will:

- Provide food to sample at event from 5-8 pm.
- Estimated attendance is 1300 people, estimated restaurants is 27. Recommended serving size is 3-5 oz. servings. Electricity is not provided
- Provide a copy of temporary event health permit to the City of KC MO by April 29, 2013

Sponsorship Value: \$5,000

Pitch 1701 MAIN STREET / KANSAS CITY, MO 64108 / (816.561.6061) @thepitch @pitchmag @pitchkyg pitch.com



Event Sponsorship & Investment Options

Option 1
1/8 page 4 color ad in the Artopia supplement on April 11
Sampling at Artopia
Total Investment - \$500

Option 2
Sampling at Artopia
Total Investment - \$300

Option 3
1/8 page 4 color ad in the Artopia supplement on April 11
1/8 page 4 color ad in the Taste supplement on May 16
Sampling at Artopia
Sampling at Taste of KC
Total Investment - \$900

Option 4
Sampling at Artopia
Sampling at Taste of KC
Total Investment - \$500

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Appendices

Online Survey Summary of Results

On February 13th, an online survey, powered by SurveyMonkey.com, consisting of 22 questions was distributed to 504 of White Wind Farm's email recipients. Of the 504 surveys that were mailed, 48 were completed between February 13th and February 22nd. An additional four surveys were not included in the data because they were empty.

Demographics

The age of respondents was surprising, with 55% identifying themselves as being over the age of 50. Twenty-six percent of those surveyed said they were between the ages of 41 and 50. The remaining 20% were between the ages of 21 and 40. Nearly two-thirds of respondents were female.

Geographically, half of those who responded were residents of Miami county, nearly 40% were residents of Johnson county Kansas, six percent were from Jackson county and the remaining four percent were split between Wyandotte and Clay counties.

The majority of respondents said they drove less ten miles or less when visiting White Wind Farms. Thirty percent drove 20 miles or more and another 30% drove between 11 and 20 miles to visit the winery/nursery.

Visiting the Winery

There were a variety of responses when respondents were asked how they first heard of the winery. The four most common responses were: word of mouth from friends, heard about the winery from Gilbert himself, saw the signage from the road and referral from a nearby winery.

Two-thirds of respondents stated they had only visited WWF one time. Nearly 25% had visited two or three times and four of the respondents have visited more than four times. Two of the winery respondents stated they had never visited the winery.

More than half of all those surveyed said that when visiting the winery, they visited on Saturdays. Sunday was the second most popular day of the week.

When asked about the primary reason for their visit, nearly 40% chose 'other.' These responses were predominantly centered around events or tours. Twenty-five percent stated their primary reason for visiting WWF was to purchase wine followed by 20% who were participating in a wine tasting.

Twenty-five respondents who stated they had not returned to the winery since their first visit cited the primary reason(s) for not returning as (in no particular order): lack of time, distance is too far, the weather is too cold or they plan to return, but just haven't yet.

The Wines

Of the four WWF wines, each had been tasted by at least 80% of the respondents. Nearly 65% said they did not purchase a glass of wine on their visit(s) and 20% stated they hadn't purchased a bottle of wine on their visit(s). The most common wine purchased by both the glass and bottle is Mischievius. The remaining wines were purchased equally by 30-35% of respondents.

When asked to rank each of the four wines, Mischievius received the strongest rating, with more than 50% of those surveyed saying it was a good wine followed by Chaos, Talon and Bandit. It's important to note that Bandit received the most 'excellent' votes with 11 respondents ranking this wine as excellent.

Distribution

When respondents were asked if they had purchased WWF wines online through the company's website, 100% responded 'no.' One respondent had purchased wine at Teller's restaurant in Lawrence, Kansas, the only restaurant that WWF sells to.

Of the 48 respondents, only four had purchased wine at one of the ten retail outlets in and around the Kansas City area. Park Plaza Liquor store and In Good Spirit Liquor store, both in Paola, and Rimann Liquors in Prairie Village were the only three retail outlets respondents had purchased from.

Social

Eight respondents follow White Wind Farms on Facebook, 27 do not and the remaining 12 respondents do not utilize Facebook.

When asked what types of occasions they would consider WWF for, respondents chose birthdays (60%), Girls' Nights (56%) and anniversaries (50%) as the most popular. Business meetings and rehearsal dinners were chosen by 35% of respondents.

Additionally, those surveyed were asked about a variety of events that either are, or could be offered at WWF. Respondents ranked six different events. Wine tasting events and Saturday evening wine and music events were tied for number one. Cooking classes and the Mother's Day Wine & Roses event rounded out the 'top 3.' The event with the least amount of interest was the Kite Festival.

When asked if they had recommended the winery to friends, nearly 90% responded that they had. The remaining 10% either planned on telling others or simply responded that they had not recommended it to anyone.





Appendices

Online Survey With Results



White Wind Farms I Online Survey




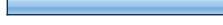



1. Please select your age range:

		Response Percent	Response Count
21-30		4.3%	2
31-40		14.9%	7
41-50		25.5%	12
50+		55.3%	26
answered question			47
skipped question			4





2. Gender

		Response Percent	Response Count
Male		36.2%	17
Female		63.8%	30
answered question			47
skipped question			4

3. What county do you reside in?

		Response Percent	Response Count
Wyandotte		2.1%	1
Miami		51.1%	24
Johnson, KS		38.3%	18
Johnson, MO		0.0%	0
Jackson		6.4%	3
Clay		2.1%	1
Platte		0.0%	0
answered question			47
skipped question			4

4. How far do you drive to reach White Wind Farms?

		Response Percent	Response Count
0-10 miles		42.6%	20
11-20 miles		27.7%	13
21-30 miles		14.9%	7
31+ miles		14.9%	7
answered question			47
skipped question			4





Appendices

Online Survey With Results









5. How did you first hear about White Wind Farms?

	Response Count
	47
answered question	47
skipped question	4





6. How many times have you visited the winery at White Wind Farms?

	Response Percent	Response Count
Never 	4.3%	2
Once 	63.8%	30
2-3 visits 	23.4%	11
4+ visits 	8.5%	4
answered question		47
skipped question		4

7. What day(s) of the week have you visited? Check all that apply.



	Response Percent	Response Count
N/A 	6.4%	3
Monday 	4.3%	2
Tuesday 	14.9%	7
Wednesday 	10.6%	5
Thursday 	14.9%	7
Friday 	14.9%	7
Saturday 	53.2%	25
Sunday 	19.1%	9
answered question		47
skipped question		4

8. What has been the primary reason for your visit?






	Response Percent	Response Count
Wine Tasting Event 	19.1%	9
Girls' Night	0.0%	0
To purchase wine 	25.5%	12
Was just driving by 	17.0%	8
Other (please specify) 	38.3%	18
answered question		47
skipped question		4

Appendices

Online Survey With Results

9. When visiting the winery, have you been able to locate it easily from the road with our existing signage?			
		Response Percent	Response Count
Yes, I found the winery with no problem.		95.6%	43
No, I drove by and missed the signage.		4.4%	2
If you answered no, please explain further.			3
answered question			45
skipped question			6

10. If you haven't returned, what's keeping you from coming back?		Response Count
		25
answered question		25
skipped question		26

11. Which of our wines have you tasted?			
		Response Percent	Response Count
Chaos (dry white)		80.9%	38
Mischievous (semisweet white)		83.0%	39
Talon (dry red)		80.9%	38
Bandit (semisweet red)		83.0%	39
Not sure		4.3%	2
answered question			47
skipped question			4

12. Which wines have you purchased by the glass or bottle?						
	Chaos (dry white)	Mischievous (semisweet white)	Talon (dry red)	Bandit (semisweet red)	Did not purchase	Rating Count
Glass	14.3% (2)	21.4% (3)	21.4% (3)	14.3% (2)	64.3% (9)	14
Bottle	34.1% (15)	43.2% (19)	31.8% (14)	36.4% (16)	20.5% (9)	44
answered question						47
skipped question						4

Appendices

Online Survey With Results

13. What is your opinion of each of the following wines?								
	Excellent	Good	Average	Fair	Poor	Did not sample	Rating Average	Rating Count
Chaos (dry white)	17.0% (8)	34.0% (16)	23.4% (11)	6.4% (3)	2.1% (1)	17.0% (8)	2.31	47
Mischievous (semisweet white)	14.9% (7)	51.1% (24)	21.3% (10)	4.3% (2)	0.0% (0)	8.5% (4)	2.16	47
Talon (dry red)	14.9% (7)	29.8% (14)	27.7% (13)	6.4% (3)	2.1% (1)	19.1% (9)	2.39	47
Bandit (semisweet red)	23.4% (11)	27.7% (13)	25.5% (12)	8.5% (4)	2.1% (1)	12.8% (6)	2.29	47
answered question								47
skipped question								4




14. Have you purchased wine online through our website?			
		Response Percent	Response Count
Yes		0.0%	0
No		100.0%	47
answered question			47
skipped question			4






15. Have you purchased our wine at Teller's restaurant in Lawrence?			
		Response Percent	Response Count
Yes		2.1%	1
No		97.9%	46
answered question			47
skipped question			4

16. Have you purchased White Wind Farms wine at any of the following retail outlets (check all that apply)?			
		Response Percent	Response Count
Park Plaza Liquor Store, Paola		2.1%	1
In Good Spirit Liquor Store, Paola		2.1%	1
Brown Bag Liquors, Olathe		0.0%	0
Gomer's, Lenexa		0.0%	0
Rimann's, Prairie Village		4.3%	2
New Stanley Station Liquors, Overland Park		0.0%	0
Ranch Mart, Leawood		0.0%	0
Premium Stock Liquors and Spirits, Spring Hill		0.0%	0
Valley Wine and Spirits, Lenexa		0.0%	0
Have not purchased in a retail outlet		91.5%	43
answered question			47
skipped question			4




Appendices

Online Survey With Results

17. Do you follow us on Facebook?			
		Response Percent	Response Count
Yes		17.0%	8
No		57.4%	27
I'm not on Facebook		25.5%	12
answered question			47
skipped question			4

18. Would you consider White Wind Farms for any of the following occasions (check all that apply)?			
		Response Percent	Response Count
Business Meetings		37.5%	12
Birthday Celebrations		59.4%	19
Anniversaries		50.0%	16
Rehearsal Dinners		34.4%	11
Girls' Night Out		56.3%	18
Other (please specify)			4
answered question			32
skipped question			19

19. Rank the following events based on how interested you would be in them (1 most interested, 5 least interested).									
	1	2	3	4	5	6	Rating Average	Rating Count	
Wine Tastings	42.6% (20)	38.3% (18)	10.6% (5)	2.1% (1)	6.4% (3)	0.0% (0)	1.91	47	
Wine & Roses Celebration on Mother's Day weekend	2.1% (1)	4.3% (2)	27.7% (13)	14.9% (7)	25.5% (12)	25.5% (12)	4.34	47	
Family friendly Kite Festival	4.3% (2)	0.0% (0)	12.8% (6)	21.3% (10)	29.8% (14)	31.9% (15)	4.68	47	
Cooking Classes	4.3% (2)	12.8% (6)	29.8% (14)	25.5% (12)	14.9% (7)	12.8% (6)	3.72	47	
Gardening/Horticulture Classes	4.3% (2)	8.5% (4)	10.6% (5)	29.8% (14)	21.3% (10)	25.5% (12)	4.32	47	
Saturday evening wine & live music series	42.6% (20)	36.2% (17)	8.5% (4)	6.4% (3)	2.1% (1)	4.3% (2)	2.02	47	
answered question								47	
skipped question								4	




20. Have you recommended White Wind Farms wine to others?			
		Response Percent	Response Count
Yes		87.2%	41
No		4.3%	2
I haven't yet, but will likely recommend it in the future.		8.5%	4
answered question			47
skipped question			4

Online Survey With Results

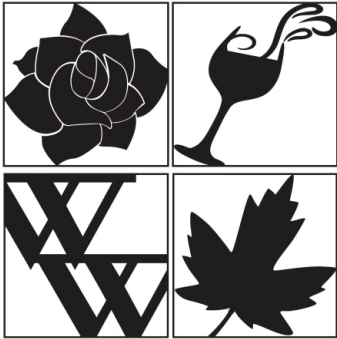
21. Do you have anything else you would like to add that would help us make White Wind Farms even better?

	Response Count
	47
answered question	47
skipped question	4

22. Would you be interested in being contacted further to participate in focus groups? If so, please provide your name, email and phone number below.

	Response Percent	Response Count
Full Name 	100.0%	10
email address 	90.0%	9
Phone number 	80.0%	8
answered question		10
skipped question		41

White Wind Farms Visitor Survey Questions



White Wind Farms Visitor Survey

How did you hear about White Wind Farms? _____

Among the wines you have tasted today, which is your favorite? _____

Did you have any trouble locating the winery? _____

Is this your first time visiting us? If not, how many times have you been to White Wind Farms? _____

Do you have any suggestions for events you would like to experience here at the winery? _____

How can we make your White Wind Farms experience better? _____

Appendices

White Wind Farms Visitor Survey Summary

Location	County	Driving Distance from WWF (in miles)	Planned Visit	Know About?	# Total Vists	Why Stop?	Favorite Wine	Purchase #	Type
Leawood, KS JO 66209	Johnson	33.89	No			1 Sign, thirst, curiosity	Talon	2	Talon
Lecompton, KS DG 66050	Douglas	59.55	Yes	Previous Visit	2		Mischievous	2	Misch./Bandit
Linwood, KS LV 66052	Leavenworth	50.13	Yes	Friend	1		Mischievous	2	Misch./Bandit
Denver, CO		616.48 (not included in average)	No			1 After Somerset Visit	Chaos	2	Bandit
Fort Scott, KS Bourbon	Bourbon	66.24	Yes	Somerset referral	1		Mischievous	1	Misch.
Fort Scott, KS 66701 Bourbon	Bourbon	66.24	Yes	Somerset referral	1		Mischievous	0	
Lenexa, KS JO 66220	Johnson	35.62	No		1	Night Hawk Visit	Mischievous	2	Misch./Bandit
Lenexa, KS JO 66220	Johnson	35.62	No		1	Night Hawk Visit	Mischievous	1	Misch.
Lenexa KS JO 66220	Johnson	35.62	Yes	Night Hawk referral	1		Bandit	2	Misch./Bandit
Paola, KS 66071 MI	Miami	0	Yes	WOM, Sign	2		Chaos	0	
Spring Hill, KS JO	Johnson	14.02	Yes	Friend	2		Bandit/Talon	2	Bandit/Talon
Spring Hill, KS JO 66083	Johnson	14.02	Yes	Previous Visit	3		Mischievous	0	
Olathe, KS JO	Johnson	24.59	Yes	Friend lives nearby	1	40th Birthday	Talon	1	Talon
Bucyrus, KS MI 66013	Miami	21.21	Yes		1	Birthday Party	Mischievous	4	Misch./Bandit/Talon/Chaos
Bucyrus, KS MI 66013	Miami	21.21	Yes	Friend	1		Bandit	2	Misch./Bandit
Spring Hill, KS 66083	Johnson	14.02	No		1	Driving By	Mischievous	3	Misch./Bandit/Chaos
Olathe, KS JO 66062	Johnson	24.59	No	Friend	1	Try new local wines	Mischievous	1	Misch.
Olathe, KS JO 66062	Johnson	24.59	No	Somerset referral	1		Talon/Chaos	1	Talon
Lawrence, KS 66044 Douglas	Douglas	58.41	Yes		Many		Talon/Chaos	6	Chaos/Talon
Paola, KS 66071 MI	Miami	0	Yes	WOM	4		Mischievous	1	Misch.
Paola, KS 66071 MI	Miami	0	Yes	Drive By	3		Bandit	8	Misch./Bandit/Talon/Chaos
Sedalia, MO Pettis 65301		117.03	Yes	Sign	1		Mischievous	6	Misch./Bandit/Talon/Chaos
Kansas City, MO Platte 64154		59.02	Yes	Friend	2		Talon	6	Misch./Talon/Chaos
Pittsburg, KS 66762 Crawford	Crawford	99.3	No		1	Signage/Curb appeal	Misch./Bandit	2	Misch./Bandit
Pittsburg, KS 66762 Crawford	Crawford	99.3	No		1	Sign	Mischievous	0	
Olathe, KS JO 66062	Johnson	24.59	Yes	Friend of Gilbert's	6		All	0	
Paola, KS MI 66071	Miami	0	Yes	Email/Website	1		Misch./Talon	2	Misch./Talon
Olathe, KS JO 66061	Johnson	29.36	Yes	Friend	1		Bandit	1	Bandit
Olathe, KS JO 66062	Johnson	24.59	Yes	Friend	1		Talon	0	
Olathe, KS JO 66062	Johnson	24.59	Yes	Friend	1		Talon	0	
Olathe, KS JO 66062	Johnson	24.59	Yes	Friend	1		Bandit	12	Misch./Bandit
Overland Park, KS 66202	Johnson	37.86	Yes	Friend	1		Chaos	0	
Olathe, KS JO 66062	Johnson	24.59	Yes	Friend of Gilbert's	1		Bandit	0	
Overland Park, KS 66202	Johnson	37.86	Yes	Internet	1		Bandit	3	Misch./Bandit
Overland Park, KS JO 66212	Johnson	33.97	Yes	Internet	1		Mischievous	2	Misch./Bandit
		36.35941176	Unplanned= 9 Planned= 26		1.470588235		Misch= 17 Talon= 10 Bandit= 10 Chaos= 6	2.2	Misch= 28 Talon= 14 Bandit= 24 Chaos= 10

Appendices

Focus Group Questions Generation Y

White Wind Farms | Focus Group

Introductory Questions

Where do you live? (Please indicate City, State, County & Zip code)

How often do you enjoy wine?

Name one- to- three Kansas City area wineries:

Which, if any, Kansas City area wineries have you visited?

The students' research will result in a strategic communications plan for us that will be invaluable as our winery charts its future.

Team members are all professionals in marketing, public relations and advertising. This winery project is the final, capstone project before they receive their master's degrees from the School of Journalism and Mass Communications at KU. Their course of study is offered at KU's Edwards Campus. The students are working under the direction of a KU professor.

Focus Group Questions

Kansas City Wine Industry

- o Have you ever visited a winery?
 - If so, where? Please describe your experience.
- o What do you know about the Kansas City wine industry?
- o Have you visited a winery in the Kansas City area?
 - What was your reason for visiting the winery?
- o How far would you be willing to drive to visit a winery in the Kansas City area?

Agricultural Destinations

- o Are you familiar with the term "agricultural destination?"
 - If yes, how would you define it?
- o Please name one to three "agricultural destinations" in either the Kansas City region or in the country.
- o What do you like about agricultural destinations?
- o Would you visit an agricultural destination in the Kansas City region?

Lifestyle/Social Life

- o How often do you drink wine?
- o Where do you purchase your wine?
- o How much are you willing to pay for a bottle of wine?
- o What is your favorite brand of wine?
- o What is your favorite varietal?
- o Do you like to support local spirit and wine producers?

White Wind Wines Tasting

- o How much are you willing to pay for this wine?
- o Of the four, which is your favorite wine?
- o If you have visited other wineries, how do these wines compare?
- o Are you willing to pay more for a wine you purchase at a winery versus a liquor store?
- o What would motivate you to go attend an event hosted by this winery?

Appendices

Focus Group Questions White Wind Farms Contacts

White Wind Farms | Focus Group

Introductory Questions

Where do you live? (Please indicate City, State, County & Zip code)

Since opening in September 2012, how many times have you visited the winery?

How did you find out about the winery?

How often have you visited?

Which is your favorite wine?

The students' research will result in a strategic communications plan for us that will be invaluable as our winery charts its future.

Team members are all professionals in marketing, public relations and advertising. This winery project is the final, capstone project before they receive their master's degrees from the School of Journalism and Mass Communications at KU. Their course of study is offered at KU's Edwards Campus. The students are working under the direction of a KU professor.

Winery | Tasting Room, Products and Staff

- o How did you hear about White Wind Farms?
- o How often have you visited?
- o What products would you like to see offered at the winery?
- o Do you have a favorite type of wine not currently offered here?
- o When visiting the winery, have you been able to locate it easily from the road with the existing signage?
 - If not, how would you improve the signage?
 - Where would you put it?
- o What do you think about the tasting room?
 - What do you like about the décor and the ambiance?
 - How could the tasting room be improved?
- o Please explain your interaction with the White Wind Farms staff.
 - Are they educated about the wines?
 - Do they take time to explain the facility and the wines?

Agricultural Destination

- o How would you define "agricultural destination?"
 - What characteristics would you attribute to an "agricultural destination?"
 - What would draw you to a place defined as an "agricultural destination?"
- o What would you do to improve WWF as an agricultural destination?
- o Is there any place in the KC region you would consider an agricultural destination?
 - Have you visited the Louisburg Cider Mill or Green Dirt Farm?
 - If you consider either of these agricultural destinations, what elements define it as such?
- o Would you bring your family to White Wind Farms if it were branded as an agricultural destination?

Lifestyle/Social Life

- o How often do you enjoy wine?
- o How knowledgeable are you about wines?
- o How often do you get together with your friends?
- o What's your primary driver for your "get togethers?"
- o Where do you prefer to go with your friends for an evening out?

Educational Programs & Events

- o Have you toured the facility?
- o Would you host an event at White Wind Farms?
 - If yes, what about the location makes it attractive for hosting events?
 - If not, what about the location could be improved to make it an attractive event destination?
- o Please name a few events you'd like to see White Wind Farms offer.
 - Would you come to horticulture classes if offered?
 - Would you come to cooking classes if offered?

Final Question

- o Is there anything else you would like to address that we have not yet covered?

Appendices

Secondary Research - Louisburg

White Wind Farms—Paola, Kansas (Population: 5,590)

About: A new rural winery that currently produces four wines from grapes grown on the property that are supplemented with grapes from other nearby Kansas vines. Marketed as an agricultural destination where people can learn about and enjoy wine.

Products/Pricing: Kansas wines, all \$14.50/bottle or \$4.50/glass

- Chaos, dry white
- Mischievous, semisweet white
- Talon, dry red
- Bandit, semisweet red

Distribution Channels:

- Online through their website (they can ship to 17 US states)
- Teller's restaurant in Lawrence
- 8 local liquor stores
- On the property—this is the main channel
- They don't list any of the retail outlets or Teller's on their website as "where to buy"

Events (Happening currently):

- Miami County Farm Tour (Free)—One weekend in October
- Wine Tastings (Free)—Year round
- Homes Tour—First Saturday in December
- Tastings for charity auctions (???)—Year round
- TGIF Tasting (\$10 + 10% of wine sales to charity of your choice)—12.14.12

Marketing/Accolades:

- Youtube.com channel—only one video posted
- Facebook
- Website (newly implemented)—includes email sign up and online ordering link to third-party site, events calendar

Green Dirt Farm—Weston, Missouri (Population: 1,670)

About: A community-based sheep farm that strives to educate its customers on exactly where and how their products are produced/raised/processed.

- They make no claims about organic and are very transparent and forthcoming about their animal welfare practices, the use of antibiotics when needed, the use of fossil fuels and they ways in which they are protective of the environment

Products/Pricing: Sheep's Milk Cheese, fresh yogurt & Lamb

- 10 cheeses—4 aged and 6 fresh (2 are award-winning), sell from \$7.50-\$15.50
- Cheese of the Season—3 to 4 cheeses shipped to you four times a year for \$135
- Sheep's Milk Yogurt
- 100% Grass-fed Lamb—a whole butchered lamb sells for \$250

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Distribution Channels:

- Online through their website
- More than 20 retail outlets including Whole Foods & The Better Cheddar
- Sold throughout Kansas City as well as in Lawrence, Leavenworth, Chicago & NYC
- Metro area Farmer's Markets—Badseed, Rivermarket, Leavenworth & OP

Events—offered from March-October

- Farm Tours (Free)
- Cheese Appreciation tastings (\$35 per person)
- Farm Dinners (\$150 per person)

Marketing/Accolades

- Website—complete product list, up-to-date events and online ordering that is very user friendly
- Social Media—Facebook, RSS Feed
- American Cheese Society Awards
- Rachael Ray endorsed
- Cheese Lover's loyalty card

Appendices

Secondary Research - Louisburg

Louisburg Cider Mill & Country Store—Louisburg, Kansas (Population: 4,305)

About: Ranked as one of the top 10 cider mills in the US. They've milled cider since 1977 from apples that are commercially grown north of the Missouri River. In addition to cider, they also make root beer, fruit butters and sell numerous other products that are packaged under the Louisburg Country Store label. They're open to the public 7 days a week and are famous for their hot apple cider donuts that are made fresh daily onsite.

Products/Pricing:

- Apple Cider \$7.95-14.95
- Sparkling Cider \$9.95-23.95
- Lost Trail Soda \$7.95-\$19.95
- Gift Baskets \$8.95-77.95
- Fruit Butters \$4.50-14.95
- Preserves, Jelly, spreads & honey \$4.95-9.95
- No sugar added items \$4.50-12.95
- Dips, mixes \$2-6.95
- Dry goods & syrups \$6.50-31.95
- BBQ sauce & salsa \$7.50-7.75
- Snacks \$3.25-5
- Cookbooks & Cookware \$6-23.50
- Misc. Merchandise \$1.00-13.95

Distribution Channels:

- Online through their website
- Onsite at the Country Store
- Local grocery stores
- They don't list on their website "where to buy"

Events:

- Cornmaze (\$8)—Sept.-Oct.
- Ciderfest (Free)—2 weekends in late Sept.-early Oct.
- Pumpkin Patch (\$8)—late Sept.-Oct. 31st
- Tours (Free)

Marketing/Accolades:

- Website—complete product list, up-to-date events and online ordering that somewhat user friendly
- Social Media—Facebook
- Newsletter
- Catalog
- Gift Certificates
- Featured on Food Network