



# WHOLESALE MARKETING TOOLS



- **60,000+** Tasting Room Visitors Annually

Adirondack Winery's Lake George Tasting Room has one of the highest Tasting Room foot traffic counts in New York State!

Tourists visit us 1-2 times per year at our busy Lake George (summer vacation spot) Tasting Room, fall in love with our wines, and need access to them year round!

We post a list of stores carrying our wines AND do our best to tell customers about stores carrying our wine near them.



- **100,000+** Customers at Festivals & Events Annually

Adirondack Winery attends Wine Festivals, Fairs, Markets and Tasting Events across New York State religiously year-round.

These customers may buy 1-2 bottles at the festival, but that wine is soon gone and then they need access to our wines near them year-round! We won't see them again until we're back at the festival one year later!

At each festival, we hand out a short list of the nearest stores carrying our wine - everyone who buys a bottle (+ tasters) walks away with this list!

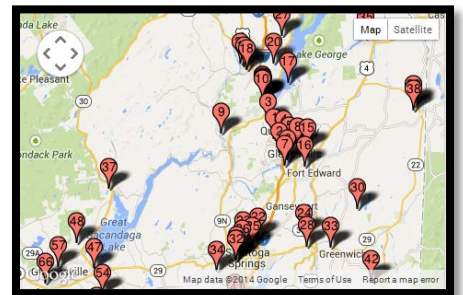


- **25,000+** Annual Website Hits

Our website is highly trafficked due to our status as a TOP attraction in the Lake George area. Our traffic continues to rapidly increase with the launch of our BRAND NEW, mobile-friendly and responsive website design!

We give exposure to our wholesale accounts on our website by:

- o Announcing new wholesale accounts in blogs featured on our home page.
- o Listing & linking your establishment on our "Where to Buy" Page.
- o Promoting store tasting events on our events calendar pages.



- **15,000+** Email Newsletter Subscribers

Our email subscribers have actively chosen to sign up to receive news from us either while visiting our Tasting Room, or tasting our wines at events.

Through this list, we announce our new stores, send targeted emails to people in your area, invite people to tasting events at/near stores & encourage people buy our wines at stores near them.

- **14,000+** Social Media Reach

We announce our new stores, facilitate reciprocal "likes" on your social media pages, encourage people buy our wines at stores near them & **invite** people to tasting events.

**We rank in the TOP 5 NYS Wineries for # of Facebook Likes** and we also have a strong following on **Twitter, Instagram and Pinterest.**



# The Adirondack Winery Brand

The Adirondack Winery brand communicates the nostalgia of the Adirondacks in a modern way, attracting customers who have visited before or want to visit some day!

## Our Labels Feature:

- **Iconic Landscape Photography of the Adirondacks** - Aesthetically pleasing while creating a sense of nostalgia for the customer.
- **Wine Tasting Notes** - Making the buying decision easier for the customer and easier for you to sell the wine to them!
- **Dry-Sweet Scale** - Making it simpler for the customer to find a wine that suits their personal taste.

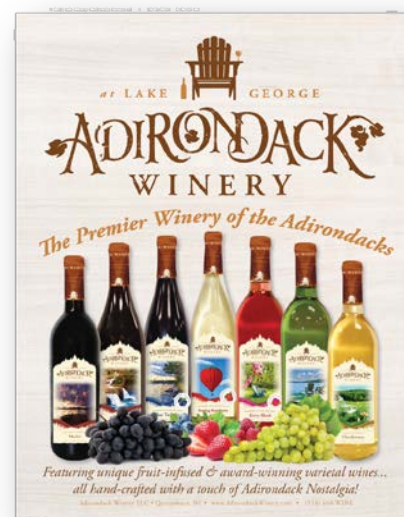
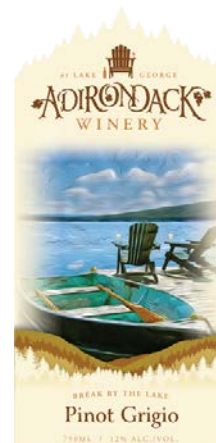
## Professionally Printed Shelf Talkers Feature:

- **Fruit Call-outs for Fruit-Infused Wines** - drawing attention to the sweet wine and fruity wine drinkers and making the buying decision quick and simple.
- **Awards** - Gold & Silver Medal, award-winning varietal wines are noted on a special seal.
- **Dry-Sweet Scale** - Again, making it simpler for the customer to find the wine that suits their personal taste.

We have additional marketing tools available to you to help you better sell our brand, including additional shelf talkers, professionally printed posters and a very LIMITED supply of our **branded display racks**. Please contact your Opici rep to request additional materials for your store.

You can also visit the [Trade/Wholesale Page](http://www.adirondackwinery.com/About-Us/Trade-Wholesale) of our website at <http://www.adirondackwinery.com/About-Us/Trade-Wholesale> to download and print shelf talkers and posters yourself.

Once again, we thank you for bringing Adirondack Winery wines into your store. We look forward to continuing a successful relationship with your business!



Professionally printed posters available upon request!