



STRATEGY. EXPERIENCE. INNOVATION.

LUX STRATEGIC is the culmination of two decades of wine sales and marketing, brand building and industry experience to help wineries reach their goals.

WHAT I PROVIDE

15+ years managing distribution channels, developing strong distributor relationships and achieving winery objectives.

Established buyer relationships with Wine Directors at top national hotels and restaurants.

Brand building, creative and effective marketing and sales strategies to build domestic and imported wineries' market share.

MARKETING

- Winery storytelling at distributor, restaurant, retail and consumer levels to increase sales and brand awareness.
- Guidance with targeted marketing and POS materials to effectively sell your brand and meet distributor needs.
- Create and implement unique education and sales driven events.

SALES

- It's about "who you know!" I get the appointment and make the sale.
- Direct liaison with top retailers and key accounts.
- Enhance direct communication between winery and trade (wine buyer, wait staff, distributor sales team and consumer).



FEE STRUCTURE

My initial consultation is complimentary. Hourly consulting rates and monthly retainer options available upon request.

DISTRIBUTION

- Pricing, programming, develop winery sales plans and budgets, sales campaigns and incentives that work.
- Create pre-sales and target lists, manage allocations.
- Extensive experience managing distributors and sales teams with long standing relationships.

PRESS AND PUBLIC RELATIONS

- Social media networking.  
- Relationships with national and local press and wine writers.
- Event promotion: plan and execute consumer and trade events nationally.