

structure & form

Marketing Strategy

A Guide for the First Year

For Internal Use Only

Vision for Year-One

By the end of the year, the winery is recognised by a small circle of respected sommeliers and wine bars as a serious new producer worth paying attention to.

The brand looks credible, the story is clear, and the wines have begun to build early advocates.



Values That Guide Us

Intentionality

Do fewer things, but do them well.

Craft

Every detail reflects care and quality.

Relationships

Growth comes through the right people





Constraints & Resources

- Primary resource: Elizabeth Thomas (the winemaker)
- Limited marketing time available.
- Budget available for Year 1: R20,000.
- Strategy must prioritize high-impact, low-complexity actions.



Approximate Budget Allocation

- Logo and label design: ~R9,000
- Professional photography: ~R6,000
- Simple website setup: ~R3,000
- Trade sheet printing + small materials: ~R1,000
- Contingency: ~R1,000

Total R20,000

The Overall Strategy

First 6 Months: Build the Brand Foundation

Establish the core assets needed for a credible brand presence: develop the logo and label system, produce professional photography, launch a simple website with a trade sheet, and begin a considered Instagram presence.

Second 6 Months: Build Relationships and Visibility

Introduce the winery to the market by building relationships with sommeliers and wine bars, hosting a small number of pop-up tastings, and beginning direct communication with early supporters through the first newsletter.

Focus by Month

Period	Focus
Months 1-2	Build Brand Assets
Months 3-4	Build Core Infrastructure
Months 5-6	Soft Introduction
Months 7-8	Building Connections
Months 9-10	Public Tastings
Months 11-12	Deepen Relationships

Months 1–2: Build Brand Assets

- Design the logo / wordmark.
- Develop the wine label system.
- Finalize packaging decisions.
- Commission professional photography for the website and social.

Outcome: The brand visually looks credible and ready to present.

Months 3–4: Build Core Infrastructure

- Launch a simple website as your brand anchor.
- Add newsletter signup to the website.
- Create a one-page trade sheet.
- Open Instagram account.

Outcome: The winery has a visible online presence.

Months 5-6: Soft Introduction

- Begin posting occasionally on Instagram when it makes sense eg. Releasing a wine, harvest or wine cellar activities.
- Email introduction to selected sommeliers and wine bar owners.
- Share the trade sheet.
- Arrange a few private tastings.

Months 7-8: Building Connections

- Visit key restaurants and wine bars.
- Deliver bottles personally where possible.
- Continue thoughtful Instagram posts.

Months 9–10: Public Tastings

- Host two small pop-up tastings in the city at wine bars like Sin Cero or Publik.
- Document the events with photos.
- Share moments on Instagram.

Months 11–12: Deepen Relationships

- Send the first winery newsletter.
- Share reflections from the vintage in a first blog post.
- Thank early supporters with an invite to something exclusive like a barrel tasting.
- Reach out to boutique wine shops like Furny's.

End of Year Success Indicators

- A coherent brand identity.
- A functioning website and Instagram presence.
- 10-15 strong industry relationships.
- An initial mailing list.
- Early awareness among sommeliers and engaged wine drinkers.



A scenic landscape featuring a vineyard in the foreground with rows of grapevines. In the background, there are several large, rugged mountains under a clear sky. The overall tone is serene and natural.

Remember:

As you move through each task, your Brand Book will guide your decision-making.