

# GYPSY CANYON WINERY

## PRODUCTION AND RETAIL

### PRODUCTION

- Total wine production: 400 cases annually
- Varietals produced within the past three years:
  - ~ Pinot Noir, Ancient Vine Angelica, Chardonnay (sourced from Bien Nacido)
- Off-site production by Central Coast Wine Services
  - ~ Winemaker: Deborah Hall
  - ~ Consulting winemaker: Paul Lato, Central Coast Wine Services
  - ~ Off-site production cost: \$26 per case, not including cost of bottling
- Licensing:
  - ~ ABC License 17 (Off Sale Beer & Wine)
  - ~ ABC License 20 (Beer & Wine Wholesaler)
- Annual gross bottle sales: \$80,000
- Annual net revenue: \$35,000

### WINE CLUB

- 100 active members
- Structure:
  - ~ Club is completely customizable
  - ~ Members choose the wines and number of bottles that are shipped once annually
  - ~ Average order is 6 bottles
- Fulfillment center for packaging and shipping of orders: Pack and Ship, Buellton, CA
- Fulfillment process:
  - ~ Orders are received via an online shop and then forwarded to Pack and Ship
- POS/E-commerce provider: Shopify

### INVENTORY

- **2014 Bien Nacido Chardonnay**
  - ~ 50 cases, retail value \$42,000
- **2014 Estate Pinot Noir, *The Moment***
  - ~ 20 cases, retail value \$26,400
- **2015 Pinot Noir, *The Moment***
  - ~ 25 cases, retail value \$28,500
- **Ancient Vine Angelica**
  - ~ 15 cases, retail value \$27,900
- **Aging Ancient Vine Angelica**
  - ~ 5 barrels, aprx. 250 gallons, retail value \$372,000
- **Mission base wine**
  - ~ 250 gallons (125 gallons after distillation)
- **Mission Brandy** (2- and 3-years aged)
  - ~ Projected retail price: \$100 per 375mL bottle
  - ~ Aprx. 80 gallons in barrel, retail value: \$180,000

### BOTTLING

- Custom hand-blown bottle cost:
  - ~ 375mL, \$12 per bottle
  - ~ 750mL, \$15 per bottle
  - ~ 1.5L magnum, \$20 per bottle
- Custom handmade label cost: \$1.50 per label
- Beeswax seal cost: \$0.25 per bottle

### DISTRIBUTION

- Russian River Wine Company, Healdsburg, CA
- Thirty Four North, Healdsburg, CA
- 20 restaurants in Las Vegas, NV

Information is deemed reliable but not guaranteed.