Success in a cool climate wine business

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Poster Abstract

There a number of key ingredients required to operate a successful small winery and Wine Network Consulting has been working with these type of businesses all over Australia since 1988. Many of its clients have been and continue to be, very successful operators in the industry and this presentation reviews the key ingredient for success in the cool climate areas of the wine industry.

The three obvious areas that will be examined in detail include the vineyard, the winery and the sales and marketing, but there are also other key ingredients in success that are less easy to define and each of these areas will be discussed in detail drawing on successful examples.

One of the most important improvements that needs to be made in small wineries, at least in this country is in the vineyards. It is our view that overall the Australian vineyard resource lags well behind that of New Zealand and perhaps many other places in the quality of planting material. It is often the wrong variety for the region, the wrong clone or less than best practise vineyard management. There is often a reliance on the adage that old equals good when in fact old may not be so good, it may be tired or diseased and delivering less than optimum fruit. This is the next step that needs to be taken in much of Australia’s cool climate wine regions. Another major issue that faces the small winery is in getting the right personnel into the organisation; the successful operators generally have a great team.