

## Stew Leonard's Wines

### Project Overview

Stew Leonard's desired private label / custom brands for their stores reaching across multiple price points, appellations, varietals, and styles. They sought packaging with varying approaches based on the target shelf price. The finished product was to over deliver for the price and ultimately become a "brand"

### Key Brand Assets

Packaging related to price point / style

Wines that over delivered for a market with European taste profile.

Continuous supply with a low degree of variation in profile / flavor.

Provides additional margins over similar branded products.

Wines that over deliver.



### Brand Development

The Plata team evaluated the branded items that were popular within the existing Stew Leonard's wine set to establish targets for the custom brands. Once the targets were selected, by price and category, packaging options were reviewed and selected. Design work was assigned to our select group of designers, which was refined and completed with input from Stew Leonard's.

### Sourcing & Winemaking

Utilizing our target branded wines as benchmarks, Plata's winemaking team assembled samples representing each wine we were developing, which were sent to Stew Leonard's for approval or input on desired adjustments. Once the wines were approved, various lots of wine were reserved for the assigned brand project. On going, these wines will be made specifically for the various brands based on the previous vintage as the benchmark.

### Results

A total of 7 custom brands were developed for Stew Leonard's. 8 years later most are still going strong. Over the life of the brands adjustments desired by Stew's have been made to ensure the longevity with their customers. With volume totaling nearly 13,000 cases, Stew's has been able to increase their wine program's profitability while enhancing their customer loyalty.