



WINES & VINES PACKAGING CONFERENCE

SESSION THREE

Connecting to new wine consumers

MODERATOR: Stacy Briscoe

SPEAKERS: Janu Goelz
Landon McPherson
Maggie Tillman
Chip Forsythe



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SESSION THREE
Sponsor

4 PARTS DESIGN



WINES & VINES PACKAGING CONFERENCE



Alta Colina

Maggie Tillman
Owner/Dir. Sales & Marketing
Paso Robles, CA



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Alta Colina

A little context...

- 2,400 case brand
- 93% DTC
- Average bottle price \$50 retail
- 12 SKUs (give or take)
- 100% estate (Vineyard/TR/elevated experiences accommodations on property)
- Average Saturday: 65 visitors & 5 staff max.
- Packaging...everything is a hand-sell so experience is everything!



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Alta Colina

Alta Colina Tasting Room





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Cellar Door Tasting



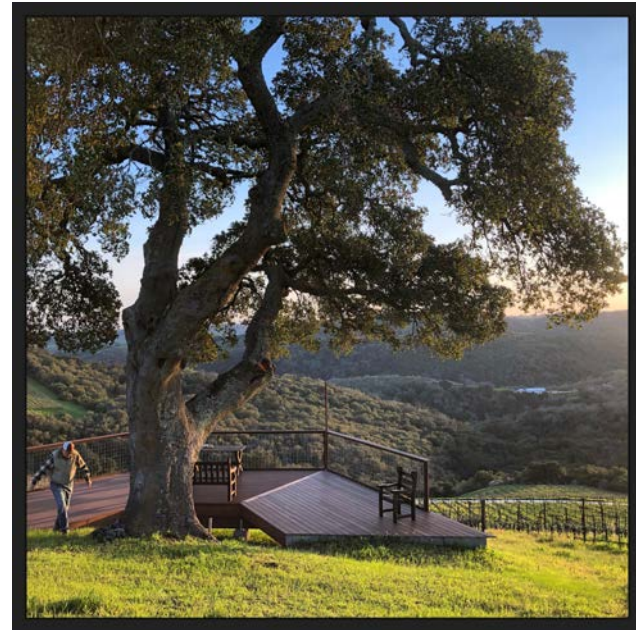


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Summit Vineyard Tasting





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Trailer Pond at Alta Colina





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Packaging!





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Worst Performing Posts! (Likes & Engagement)

