5 Tenets of **A Healthy Wine Business**

A FRAMEWORK TO HELP YOUR WINERY THRIVE

Profitable	Operational Excellence	Relies on Data	Builds a Positive Work Culture	Community- Centric
Do you have a financial model, budget, and strategy with clear goals? Do you track financial performance, and know industry benchmarks for a winery at your size and scale? Do you understand your profitability per product?	Are you more likely to embrace change or resist it? Do you have systems in place that simplify operational complexity? Can you improve processes to decrease bottlenecks and cost? Can you easily recall	What data are you collecting, and how do you share it across teams to drive decision- making? Are you using the best technology in each segment of your business? Are the decisions about which products to make based on data?	Are you authentic and transparent about what you value? How are you recognizing and rewarding your top talent? Are you meeting with your team often to ensure they're happy and motivated?	Are you regularly sharing lessons learned with other wineries? How wide is your network? Do you intentionally seek new perspectives? How often do you share your experiences to help others, both positive and negative?
Are you sure you have enough cash to get through any unexpected turbulence?	the production details of any wine released to market in the last seven years?	What are the key data points that tell you whether you are successful?	Does the business have a strong vision and plan for success?	In what ways are you modifying your business plan to account for your target market's preferences?
Quick Tips	Quick Tips	Quick Tips	Quick Tips	Quick Tips

Put cost accounting best practices in place.	Seek ways to improve processes; eliminate operational bottlenecks and redundancy. Ensure every department is represented on your leadership team for strong cross-functional collaboration.	Empower your team with the right tools and technology, from vineyard to production to sales to finance.	Define your values and set clear goals.	Get involved in the community by
Use technology efficiently to ensure you have an accurate view of your net sales for each product sold and you properly track costs of goods sold (COGS) for each of your products.			Conduct your business with integrity, transparency and a	volunteering, sharing your story, mentoring, joining organizations.
		Identify and consistently measure yourself against benchmarks, specifically against other wineries of your size and scale.	commitment to ethical practices. Provide your team	Build relationships with other wineries outside of your region to gain new perspectives on how others operate.
	Enforce sustainable business practices for positive impact on long-term sustainability.		with the best tools, resources, and opportunities to learn new skills and advance in their careers.	

With the healthy wine business framework wineries gain valuable insights into where they are strong and where they need improvement.

