



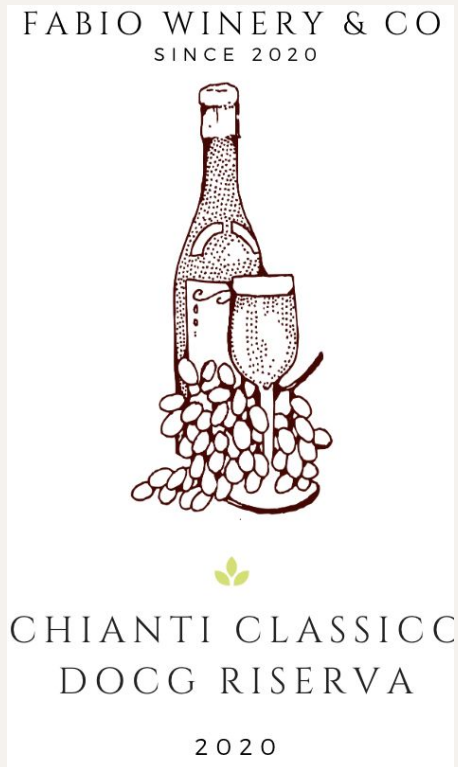
The Fabio Winery and Co.

By: Caterina Buccellato



Logo Design

LOGO DESIGN :



Product Description

Wine Description

- Estate Name: **The Fabio Estate**
 - Name: **Chianti Classico DOCG**
 - Bright ruby red
 - Flavors: **Oak, Cherry, Wood, Herbs, Dried Fruit**
 - Age: **2020**
 - Region: **Tuscany; Chianti Classico**
 - Grape Varieties: **100% Organic Sangiovese**
 - Price: **27 Euro**
 - Alcohol %: **13%**
 - Recommended pairing: **Grilled Ribeye Steak, Red Meats, Berry Desserts**
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Packaging Strategy

Packaging Decisions:

Bottle:

- **Type:** Glass
- **Net Content:** 750 ml
- **Serving Size:** 245ml
- **Packaging cost:** \$0.8 USD
- **Benefits:** Preserves wine the best, classic look, more appealing

Bottle closure:

- **Type:** Synthetic Cork
- **Benefits:** cheaper than natural corks, has lower oxygen transmission rates and an easier extraction



LABEL DESIGN



- Simple label design, symbolizes sustainability formality and sophistication
- Nutrition label featured on the label of the wine to show full transparency to consumers; especially those who are health conscious

Price Strategy



- Given the age of the target market, 27-32 years old and belonging to the lower middle class and the production costs in Tuscany, our final product will cost \$18 before shipping costs



Promotion Strategy

Overall Strategy

- Subscriptions
- Wine Tasting Kit
- HelloFresh
- Partnerships with Authentic Italian Ingredients



Social Media Strategy

Facebook



Instagram



Twitter



Linkedin



Youtube



Pinterest



Positioning Strategy

Positioning Strategy

- Strongly cares about the environment and sustainability, demonstrated through our packaging choices.
- Tuscan origin and label design to show the consumers that we provide quality, authentic wine.
- Emphasis on consumer needs, we offer deals such as free shipping and a \$5 discount when you sign up.





Distribution Strategy

Distribution strategy

- Primarily sold through our online subscription service
- Social media links to our website
- Opportunity to purchase at our vineyard
- Available for purchase at a limited number of wine bars and restaurants in the Tuscany region



Our Website




Get \$5 off
when you buy
3 bottles
today!

SHOP NOW

FABIO WINERY & CO
SINCE 2020



CHIANTI CLASSICO
DOCG RISERVA
2020




FABIO ESTATE

Company
About Us
Stores

Customer Service
FAQs
Returns and Cancellations


Connect With Us
fabwine@business.com
(123) 456 7890

In-store Events




Register to Claim your Free Sampling Kit
Takes less than 5 minutes to register now!

Register



Sign up to Schedule a Vineyard Tour
Come take a look for yourself!


Sign Up



Join our Subscription Service
Sign up for free today!


Join Now

Shop by category




Purchase Wine by the Bottle
View our wine available for separate purchase

ADD TO CART



Purchase Wine by the Bundle
Mix and match of a variety of different wines to bundle

ADD TO CART



Staff's Favorite Picks
See our monthly favorites

ADD TO CART

S.W.O.T. Analysis

SWOT Analysis

Strengths:

1. Location- in the heart of Chianti region
 - a. Beneficial because of reputation and history of the region
 - b. Attracts wine enthusiasts and tourists
2. Quality of wine- DOCG
 - a. Competitive advantage from the high-quality standard
3. Land and climate- Tuscany
 - a. The land and climate of this region is suitable for grape cultivation and production of high-quality wine
4. Expertise- the estate has experienced winemakers and staff that can ensure consistency within the production of wine
 - a. Help create high-quality wine
 - b. Deep understanding of local terroir and grape varieties
5. Wine tourism
 - a. Beautiful location and attractive vineyard tours

SWOT Analysis

Weaknesses:

1. Size
 - a. Medium-sized estate limits the volume of production
 - b. Can't scale up the wine production if there is a market demand
2. Weather
 - a. Dependent on this and other external factors that may affect grape yields and quality
3. Brand recognition
 - a. Medium-sized estate may not have the same brand recognition as larger and more established wineries
 - b. Harder to attract customers and stand out in the market
4. Limited resources
 - a. With medium-size, resources may not be as available as those of larger competitors
 - b. Limited marketing efforts to expand customer base and increase sales

SWOT Analysis

Opportunity:

1. Expansion of production
 - a. The estate can consider expanding production to accommodate to the growing demand for high-quality Chianti Classico DOCG
 - i. In both domestic and international markets
2. Diversification
 - a. Estate can diversify into other types of wine or products
 - i. Will appeal to more customers
3. Direct-to-consumer sales
 - a. To establish loyal customers
4. Online platforms
 - a. Reach wider customer base

SWOT Analysis

Threat:

1. Competition
 - a. Wine market is highly competitive
 - b. This type of wine is produced by many other wineries
2. Economic conditions
 - a. Recessions or pandemics highly affect demand and prices for the wine market
3. Changes in regulations or trade policies
 - a. May affect exports or increase production costs
4. Environmental factors
 - a. Natural disasters or climate change, or pests affect the harvest of grapes
 - i. Affects quality and quantity of wine produced
5. Changes in consumer preferences or trends
 - a. Affects popularity of chianti classico DOCCG