



Work Trade Policy

Following are some basic guidelines for working with wholesalers:

Provide your proposed agenda for each sales team you wish to address. Date requested (On-Premise, Fine Wine Retail and/or General Retail*) Presentation details (standard presentation length is 10 minutes) Topics or Samples to taste and/or give away to the sales force (consult current inventory and provide item # and vintage) or Indicate A-V or other special requirements. Time restrictions, if any (suppliers typically present between 10:30 a.m. and 1:30 p.m.) for General Retail Sales Meetings.

MARKET WORK & PRODUCT SAMPLES:

Be aware that sales reps are rarely able to provide a full day of appointments with buyers. It is imperative that you discuss plans with the assigned sales rep in advance and understand that there may be changes to the schedule which are out of the sales reps' control. Note that a car will be required for most assignments and everyone is responsible for providing their own transportation to and from the airport. At least six-weeks notice is required for standard market work requests. Send full details to your portfolio manager will be made aware of your request. Each request must include Available date(s) Purpose of market work (ex. new product, special promotion). Focus (ex. specific territories, on-premise or retail accounts). Once market work has been scheduled the supplier must Contact sales rep at least 10 days in advance to coordinate all plans including samples

TRADE EVENTS:

(wine tastings, seminars, etc.) At least two-months notice is suggested to coordinate successful trade events.

CONSUMER EVENTS:

(in-store tastings, wine maker dinners) Should you require our assistance in planning and executing the event, forward all event details to my attention at the time the event is booked.

SAMPLE SHIPMENTS:

Unless otherwise instructed, all product should be shipped to our office with full details marked on the boxes. MA uses FEDX and UPS.

Contact:

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