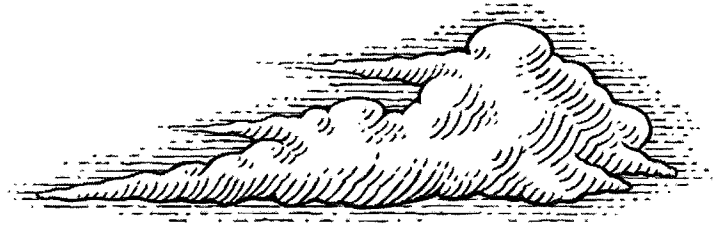


Odilon Ford Winery inc

Business Plan



↪ ODILON FORD ↪ WINERY

First prepared by Jerrold Robaidek, Spring 2013
updated July 2014, January 2015, March 2015, May 2016, July 2021

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1. Executive Summary

This document describes the business, Odilon Ford Winery Inc. This would be the first winery in Wisconsin that focuses on sparkling wine as its primary product.

Keys to success

- A sound product strategy, unique and popular.
- Locations in proximity to tourism routes.
- Management's 18+ years of experience growing grapes, and making wine.
- Sound financing strategy.
- Early in the market (no other Wisconsin sparkling wine focused wineries)
- Traditional sparkling wine grapes are less identifiable by the general public, so Wisconsin sourced grapes will be more easily accepted among wine connoisseurs.

Risks to success

- Product is slightly higher price point than still wines.
- Due to cost, production will be smaller and therefore more labor intensive, less automation can be afforded
- Production will be in Madison. That location will have a small tasting room, so only a limited number of customers can be served at a time. The Madison location is also separate from vineyard, which attracts customers.
- Market for sparkling wines tends to be event focused, holidays, weddings, etc. Unlike still wines which are consumed daily all year round, but sparkling wine consumption patterns have changed recently.

Business Name

The name Odilon Ford Winery name comes from the combination of family names. Odilon is the Owner's middle name, and Ford is the owner's son's middle name. (both names in the family for several generations.

2. Business Description

The Odilon Ford Winery will be a small winery focusing on sparkling wines with a limit production of still wines and fortified wines.

The number of wineries in Wisconsin has increased dramatically in the last 10 years. While the market in Wisconsin is far from saturated, a winery does need to distinguish itself to attract visitors. By concentrating on sparkling wines, Odilon Ford Winery does just that.

The vineyard from which most of its grapes will be sourced is located in Sampson, Wisconsin, 25 miles North/Northwest of Green Bay, WI. Northeast Wisconsin lends itself very well to producing grapes for sparkling wines. Sampson is in cold hardiness zone 5a. This results in a milder winter location than just 50 miles west of the winery. The milder winter temperatures allow greater certainty that there will be little or no grape vine or bud loss due to severe winters. This was clearly evident after the winter of 2013-2014, when the vineyard experienced little or no primary bud damage. Being near the bay of Green Bay however, does decrease the Growing Degree Days compared to locations further west. Even in good years, grapes ripen with a bit higher acidity. The higher acidity and lower sugars are considered ideal for making sparkling wines.

The production location is in Madison, Wisconsin. (4614 Femrite Dr, Madison, WI) The production location will also have a very small tasting/retail location.

All grapes for the winery's sparkling wines are sourced locally from its own vineyard, or from nearby vineyards, therefore all of the grapes will be from cold hardy hybrids. The primary varieties used are marquette, prairie star, st pepin, lacrosse, lacrescent, frontenac blanc, and petite pearl.

The winery also produces still wines (red and white), since some segments of the population will only buy still wines. Although some still wine will be produced, 80% of the wine will be sparkling wine.

A smaller number of fortified wines are also produced. These will be port style wines made from frontenac grapes. Brandy used to fortify the wines will be made by Old Sugar Distillery in Madison, WI using Sampson Valley Vineyard grapes.

A limited amount of locally made products will be available for purchase. Limited free tours will also be available when time is available.

3. Plan of Operations

The Odilon Ford Winery will have a majority of its wine sales occurring in Madison. The primary sales will occur in Madison, WI at a tasting room connected to the production facility.

The source for most of its grapes are from Sampson Valley Vineyard this vineyard is managed by the winery owner. Some grapes may be sourced from a nearby vineyards.

The main wines produced will be sparkling wines. Most of these will be made from grapes grown at the vineyard, primarily Marquette, LaCrescent, Prairie Star, Frontenac Blanc. A small amount will be made from LaCrosse, Foch, and St pepin.

The main still wines produced will be from st pepin, lacrosse, and prairie star (off-dry white), petite pearl (dry red).

It is anticipated that 75-85 % of wine sales will be for sparkling wines, about 20% will be still wines and the remainder will be port.

Most sales will be from a retail sales site located in Madison, Wisconsin adjacent to the production facility. Some sales will be online, and some sales through Madison grocery stores, and liquor stores. It is planned that 90% of sales will be from the production location.

Location

The production facility will be located at 4614 Femrite Dr in Madison, WI. This location will be open year round, and sell sparkling wine by the bottle. Sales at this location will be 11-6 pm Friday, 10-6pm Saturday, and 12-5 pm on Sunday. During holiday periods (late November, and much of December), sales may be expanded to 7 days a week. Some extended periods of where the tasting room will be closed may occur in January and February, during those times, tastings will be by appointment only.

Products

The winery will primarily focus on sparkling wines.

Sparkling Wines

- Low/modestly priced frizzante style sparkling wines (reminiscent of Prosecco)
 - Wisecco Blanc CO2 injected
 - Wisecco Rose CO2 injected
 - Wisecco Rouge CO2 injected
 - Lightly carbonated ~20 psi pressure

- Priced at \$19/ bottle
- Mid range Charmat method Stratus White (off dry)
 - Stratus Rose (off dry)
 - Stratus Red (off dry)
 - Cumulous White (brut)
 - Cumulous Rose (brut)
 - Cumulous Red (brut)
 - Priced in \$25 range
- -Pet Nat young, and some "natural" sparkling wines (méthode ancestrale)
 - Nimbus blanc
 - Nimbus rouge
 - Nimbus rose.
 - ~\$21
 -
 -
- -High end ... MatteouX series these will be the more expensive traditional method (méthode Champenoise)
 - Szampan
 - Brut
 - Extra Dry
 - \$30-50 range

Still Wines

dry red still wine (petite pearl)
 dry /off dry rose still wine (marquette)
 off dry white still wine (lacross st pepin, prairie star)

Fortified Wines *port* style (frontenac)

Tasting Room (collocated with the production)

The tasting room will have a fairly simple decor and focus mostly on the wine. The winery retail location will possess a Class A retail license. A simple assortment of cork screws, cheese knives, glasses will also be available.

Winery Equipment

The winery has several pieces of specialty equipment for production.

The winery has approximately 10 high pressure stainless steel tanks for charmat wines. (~600 gallons)

There will also be 10 smaller high pressure tanks. ~150 gallons

Approximately 1,250 gallons of stainless steel tanks to hold fermenting or aging wine.

Process	Category	QT.	Equipment
Harvest / Crush		1	5000LB Durable Floor Pallet Scale
	Harvest Bin/Fermentor	8	brute Food grade barrels 55 gallon each
	Destemmer (Crusher)	1	OMAC Destemmer WE286
	ft	30	2.5" Must line
		4	2.5" Hose Clamp
		2	2.5" Hose Barb
		2	2.5" Gasket
		2	2.5" Triclover Clamp
	Wine Racking	1	Suction Screen Probe
	Bladder Press	1	Brewcraft LacmanT SS 250L Bladder press
	Cap-Puncher	1	Punch-Down for Caps
	Shovel	1	Hygenic Large Blade Shovel
	Rake	1	Hygenic Rake
Wine Processing	750 gallons	10	75 gallon pressure tanks from sharpville
		1	Black forrest 300 gallon tanks
		1	1.5" US-FIP Pump (Flexible impeller)
		1	lenticular filter
Wine Aging	Crown Cappers	1	Semi-Auto Capper
Bottling	Still Filler	1	4 spout universal 4 bottles per minute
	Sparkling Filler	1	2 spout Filler
	Corker/Wire Hooder	1	PG 2010 S/1 Semi-auto; corking & wiring (sale)
		1	Rapid Floor Corker 12
	Still Capping	1	Capsule Shrinker
	Label Applicator	1	Primera AP362 Semi-automatic label applicator
Misc.		1	Portable Glycol Chiller
	Transfer Hose	16	1.5" High Torque Hose Clamps
		8	1.5" Barbs
		8	1.5" Triclover Clamp
		8	1.5" Gaskets
		39 ft	1.5" Goodyear Nutriflo Hose
	Misc.	2	Wall Mounted hose racks (\$185/ea)
		1	3 Compartment Sink (est.)
		1	Argon Tank and Regulator (est.)
Sanitation		1	LP on-Demand water heater
		1	Clean-in-place spray ball (est.)
		1	Gilmour Foaming Gun
		1	Tank Brush
		1	Gilmour Hot Water Hose (50 ft)
		1	Dinga Water Gun (Blue)
Lab equipment			

Operation Hours

The Madison production locations tasting room will be open to the public year round starting in September or October of 2021, although the tasting room may be by appointment only in January and February.

Friday 11:00 pm - 6:00 pm

Saturday 10:00 am - 6:00 pm

Sunday 12:00 pm - 5:00 pm

During November and December, the winery will extend hours to 7 days a week.

Monday-Thursday 12-4pm

Friday 11:00 am - 6:00 pm

Saturday 10:00 am - 6:00 pm

Sunday 12:00 noon - 5:00 pm

Also open by appointment.

Staffing

All staff will be part-time. The winery will be staffed by one salesperson during hours open to the public. The number of salespeople may be increased to two or three if needed. In addition, seasonal workers will be hired for harvest, bottling and other critical times. There will be one part-time winemaker.

Methods of Production

Off-Dry Still wines

White still wine

grapes, crushed and destemmed, and pressed

fermented in 250 gallon steel variable capacity tanks

Aged in steel

Red Still wines

grapes, crushed and destemmed, and pressed

fermented in steel

limited oak aging; primarily oak chips, or staves.

filtered

bottled

Dry red wine

grapes, crushed and destemmed
fermented in macrobin
Aged in Oak barrels
filtered
bottled

Sparkling Wines

Sparkling wines will be made in 4 ways,

- the Traditional Method (*méthode champenoise*)

This involves a secondary fermentation in the bottle using encapsulated yeast for easy extraction. After secondary fermentation, the bottles will then be riddled, disgorged, topped up, and corked. In addition to 750 ml volumes, sparkling wine will also be sold in 375 ml volumes in some years.

- fermentation 15 days
- first racking to second racking 45 days
- filtering and first bottling for secondary fermentation
- secondary fermentation 8 weeks
- Aging on Lees 36 weeks (9 months)
- Riddling 2 days
- disgorgement topping and bottling
- total time ~15 months

- Charmat process

A majority of the the full pressure sparkling wines will be made this way. This will involve the use of 75 gallon tanks which can be pressurized up to 130 psi. Filtered wine will be put into 75 gallon ball lock tanks. The tanks will have encapsulated yeast, and sugar to allow a natural secondary fermentation. These tanks will be allowed to only get to 75 psi, and will be held there for 16 weeks on lees. After 16 weeks, they will be transferred to cleaned empty 15 gallon tanks, and allowed to settle for an additional 2 weeks. After 2 weeks, they will be bottled with a counter pressure filler.

- fermentation 15 days
- first racking to second racking 45 days
- Cold stabilization 1 week (25F)
- filtering and transfer to pressure tank secondary fermentation
- secondary fermentation 8 weeks
- Aging on Lees 24 weeks
- transfer to bottle
- total time ~10 months

- Charmat (frizzante style)

In this method, the wine will again be filtered before being put into 75 gallon pressure tanks. The tanks will then be chilled and pressurized to 40-75 psi. Over several days,

the tanks will be monitored for and maintained at 40-75 psi. After 2 weeks, the wine will be bottled and sealed.

- fermentation 15 days
 - first racking to second racking 45 days
 - Cold stabilization - 1 week (25 F)
 - filtering and transfer to pressure tank secondary fermentation
 - secondary fermentation 4 weeks
 - Settling and transfer to bottle 2 weeks
 - total time 3-4 months
- Pet-nat Methode Ancestral modified Charmat process
 - About 75 gallons of the the full pressure sparkling wines will be made this way. This will involve the use of 75 gallon tanks which can be pressurized up to 130 psi. Fermenting wine will be transferred to 75 gallon tanks before primary fermentation is complete. Fermentation will be completed in a sealed tank to provide natural carbonation. These tanks will be allowed to only get to 75 psi. After primary fermentation is complete, the carbonated petnat will be transferred to bottles. 15 gallons will be filtered and bottled with crown caps and sold as nouveau wine on the third Thursday on November. Other will be allowed to settled naturally, and bottled about 6 weeks later.
 - 8 weeks total for pet-nat filtered nouveau
 - 16 weeks for pet nat unfiltered

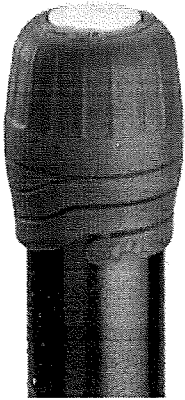
Port style (fortified wines)

Fortified wines will be made primarily from frontenac grapes. Fortification will be done with distilled spirits made on site. Although initially they will be fortified by purchasing distilled alcohol. Fortified wine will be done in a tawny style, with extended oak aging.

Closures

Still wines will use real cork closures (Diam). If feasible, we may move to screwtop for many of the whites after a few years.

Traditional method and charmat Sparkling wine will use traditional corks and cages. CO2 infused wines I use Zork closures, however, it may be necessary to use traditional sparkling wine closures in the future.



<http://zorkclosures.com/zork-spk>

<https://www.youtube.com/watch?v=PkTnl-Tc6II>

Pet nat and frizante closures

Pet-nat Sparkling wine use crown caps.

Off premises Sales Venues

Off premises sales locations

Madison Grocery stores

Madison Wine focused shops

4. Management Team

This section will describe the management team

The winery is organized as a subchapter S corporation. (Similar to an LLC, but with more litigation history) Principal Owner (and only owner) is Jerrold Robaidek.

Jerrold has 18 years experience running a commercial vineyard, and is currently a project manager of the University of Wisconsin Space Science and Engineering Center (SSEC). He is the program manager and team leader of the SSEC Datacenter which maintains the world's largest geostationary Weather Satellite archive. He is responsible for a \$750,000+ annual budget at the UW.

5. Industry Analysis

The wine industry is growing rapidly in Wisconsin. The number wineries has grown tremendously in the last 15 years, and is expected to continue to grow.

Wine is seen as a healthy beverage when consumed in moderation. Also the local food movement, which is very strong in Wisconsin, is providing opportunities for businesses such as wineries to thrive. Sparkling wine is very food friendly, this offers another advantage to pair with local restaurants. Non Champagne sparkling wines sales have been growing fast. In 2013, prosecco surpassed Champagne in sales.

6. Competitor Analysis

There currently are no wineries that focus on making sparkling wines in southern Wisconsin. The closest winery that focuses on making sparkling wines is in Northern Illinois.

The primary competitors for the winery will be wineries in the Madison area, and in Northern Oconto County, Green Bay, Door County, and Kewaunee County, and southern Brown County. Only a few sparkling wines are available from these Wineries.

Captain's Walk Winery sells a wine called Titledown. It sells for \$16.00. Sparkling wines in Northern Illinois start at \$32.00. Rivers Bend Winery near Chippewa Falls, WI has two sparkling wines offered, both sell for \$20.00 (both of which were sold out in 2013).

In 2014 Parallel 44/Door 44 began producing a sparkling wine called "Bubbler". Parallel 44 has "Bubbler" priced at \$21.00. Pricing Odilon Ford wines in the \$16-\$26 range seems very appropriate.

7. Marketing Plan

Marketing will initially be web based, utilizing Google Maps and social media, twitter, and Facebook will also be used.

Limited radio spots, especially on Wisconsin Public Radio will also be considered.

The winery will also take advantage of opportunities to get into the local news media, especially the week between Dec 25, and Jan 1, when news stations are looking to run stories on Sparkling Wine. Other marketing opportunities are at harvest time, before Thanksgiving, and before Valentine's Day. Local media will also be contacted for good photo ops, during harvest.

8. Financial Plan

Financing

Available on request.

Production

Less than 1,000 - 3,000 gallons per year.

Sales

Expected Sales upon request

Expenses

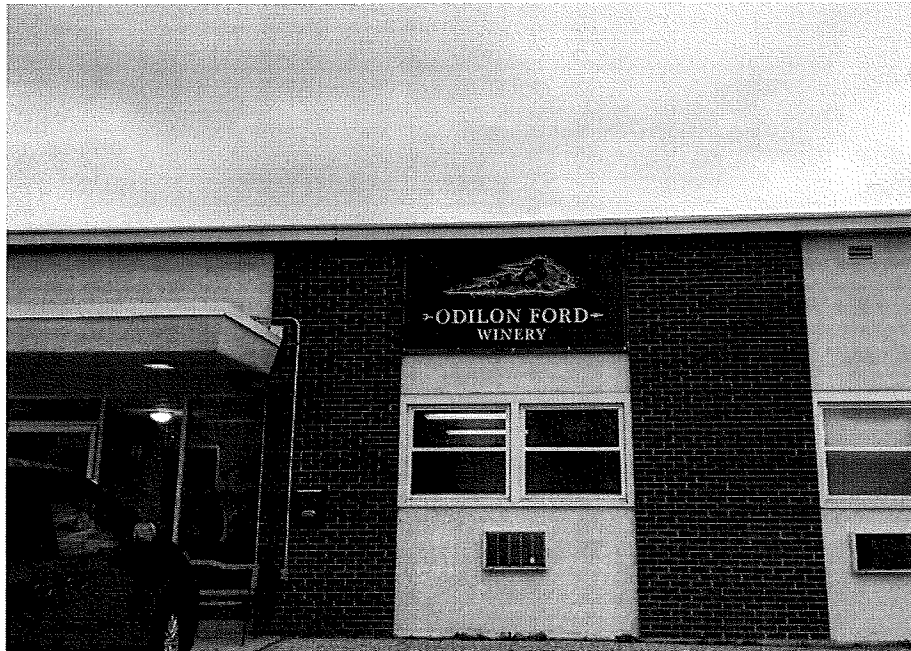
Available upon request

9. Exit Strategy

The business will close or end on a majority vote of shareholders. At that time, all inventory, and equipment owned by the winery will be liquidated. Any outstanding loans will be paid off, and the remaining proceeds will be divided among shareholders.

Appendix

Existing Winery building



Floor plan of 4614 Femrite Dr production facility.

