

Wine Industry 2018 Leaders



2018 SALARY SURVEY Report

Salaries Up Amid Tight Labor Supply

New Ways to Recruit Talent to the Wine Industry

Wineries Adopt New Technology for Hiring Efficiency

plus:

The Changing Role of Trade Tastings

Trial: Effects of Maceration Timing on
Smoke Taint Perception

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A leader is someone who makes an impact or shapes how people act or how things occur—an agent of change. Making and selling wine is a multi-faceted endeavor led by those brave enough (or crazy enough) to pave a new way forward, inspiring generations to come. There are different ways to be a leader. Some of the leaders on this list have discovered new ways of doing things: new ways of marketing, tapping into trends and building brands.

Some were entrepreneurial. Others developed a specific expertise; found niches or rallied behind causes they believed in. Some of the influential people on this list are known to virtually anyone who follows the wine industry while others are influential yet fly "under the radar." All of them are leaders in the North American wine business.

When *Wine Business Monthly* created this list, we wanted to acknowledge the multitude of leaders shaping the industry today. We have a general list of leaders as well as three trend-based category lists: Mergers & Acquisitions, Mechanization and Distribution Disrupters, areas that made an impact on the industry in 2018.

Here's to WBM's Top Leaders in the Wine Industry 2018!

Distribution Disrupters

The wholesale tier of the wine industry continues to consolidate. Mega-wholesalers with national footprints have emerged through mergers and now dominate the market, while smaller outfits have filled gaps. Others have endeavored to change the way they do business within the three-tier system.

Greg Baird

president and CEO,
Breakthru Beverage Group

Running a \$6 billion wholesale juggernaut

Greg Baird runs Breakthru Beverage Group, formed by the merger of Charmer Sunbelt and Wirtz Beverage with operations in 19 markets and a portfolio representing more than \$6 billion in annual sales.



Harvey and Wayne Chaplin

chairman and CEO of Southern Glazer's Wine & Spirits, respectively

Running the nation's largest wholesale distribution company

Following the merger of Southern Wine & Spirits and Glazers Distributors, the nation's largest distributor is Southern Glazer's Wine & Spirits, operating in 44 states with more than 20,000 employees distributing more than 150 million cases of wine and spirits annually. Harvey R. Chaplin (pictured) serves as chairman while Wayne E. Chaplin is chief executive.

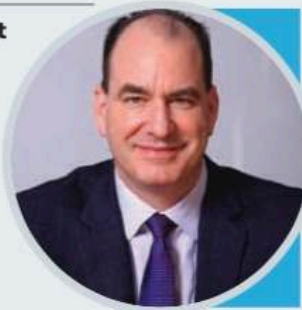


Robert Foye

COO and president Americas, Treasury Wine Estates

Taking distribution direct in select markets

Treasury Wine Estates is pursuing a direct route-to-market in states where it is legal, California and Washington, by directly distributing to retailers on a national and regional level. In others, such as Florida, it will employ a hybrid model in collaboration with Breakthru Beverage Group.



Cheryl Murphy

founder/CEO, Liberation Distribution (LibDib)

Championing a new, direct distribution model

Cheryl Murphy spent 20 years in sales and marketing with her family's winery, Clos LaChance, before launching Liberation Distribution, offering a three-tier compliant web-based platform for beer, wine and spirits producers. The platform operates in California and New York, providing an alternative way for small producers to get to market and plans to expand to other markets in the near future.



Robert Trone

co-founder, Total Wine & More

Building a retail wine juggernaut

Total Wine & More's "superstores" have a large selection at all price points with low prices on items in wide distribution. A typical store carries 7,000 wine items. Total encouraged direct deals with small suppliers with wholesalers taking smaller percentages and through its private label program. Brothers David and Robert Trone operate 171 stores and are adding more. They're in 20 states, with \$2.7 billion in sales: 47 percent of that from sales of wine—\$1.3 billion in wine sales as of 2017.

