

# TURRENTINE BROKERAGE

## Market *Update*

July 5, 2017 | Telephone: 415.209.9463

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## *Preparation Breeds Success*

On July 26<sup>th</sup> and 27<sup>th</sup>, Turrentine Brokerage will be attending the inaugural [International Bulk Wine and Spirits show](#) in San Francisco. I will be speaking during the 2:00 to 3:30 PM session on day one. As a bulk wine and strategic brand broker, we are looking forward to catching up with our clients from around the world as well as meeting with our local clients from Washington, Oregon and California.

If you are attending in order to research a new way to source, whether that is buying wine in bulk from a local winery, looking to buy wine in bulk to import, or looking to buy strategic brands (control/private label wines), it will pay to do some preparation to determine if you are ready. Please visit our website before attending for several valuable resources on the bulk wine market, including our [Top 5 Bulk Wine Tips](#) and a [New to our Services Checklist](#). The better prepared you are when we talk, the better able we are able to provide service to you and match you with the right supplier to get you the wine you want.

When it comes to the business of buying or selling strategic brands there are many additional factors to consider. Clients often ask what it is that we can do for them if they already know who some buyers or sellers are. Our business succeeds because we know how to work with people to navigate some of the decisions, how to bring the right buyers and sellers together, and help buyers find the right wines they want to sell.

## ***For the Seller*** - Initial questions for a strategic brand seller to expedite the process with our brokers

- What case quantities are efficient for you to produce and bottle?
- What is the FOB range you may offer to enable a diversity of retail price?
- Is this a one-time deal or a sustainable approach?
- Do you have some base bottle ready blends to sample?
- Do you have any brand names trademarked, labels designed, or COLA's approved?
- Do you have any prior relationships with importers or distributors to facilitate the sale if you want to work directly with a retail chain, hotel chain or restaurant?

## ***For the Buyer*** - Initial questions for a strategic brand buyer to expedite the process with our brokers

- Are you a bulk wine buyer and do you have the expertise and knowledge to contract, prepare and bottle the wine?
- What are the optimum case quantities (minimum and maximum) for you to buy?
- What is the targeted price point you desire?
- Are you seeking a one-time deal or do you want a sustainable supply of the same wine?
- Do you have any benchmark wines for the styles you want to source and sell?
- Do you have any brand names trademarked, labels designed, or COLA's approved?
- Do you have a desired importer or distributors to facilitate the purchase if you are a retail chain, hotel chain or restaurant?

These are a few of the initial questions that you'll need answered in order to begin buying and selling strategic brand wines. There are many more decisions that will need to be made before, during, and after the deal. Give us a call ahead of the show for further guidance regarding the questions above and any other decisions you may need to make. We are also happy to schedule meetings during the show with some of the suppliers attending the show, using our expertise and experience to match you up with the appropriate supplier in attendance.

-By Steve Fredricks, President

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# Grape Broker Pre-Harvest Updates

## CENTRAL COAST

Due to the diverse growing regions and micro climates within those growing areas, it is always challenging to bet on the size of the crop in the Central Coast. By the end of June, we might have a good suspicion of the potential, but we never truly know until we get closer to harvest and sometimes not until we are picking.

If I was a betting woman, which I absolutely am, here are the bets I would place:



Santa Maria Valley Pinot Noir - below average

Los Alamos Pinot Noir - below average

Sta Rita Hills- this is tougher because the crop is spotty - average

Santa Barbara County Chardonnay - average

Cool Climate San Luis Obispo County Chardonnay - below average

Warm Climate San Luis Obispo County Chardonnay - average

Paso Robles Chardonnay - average

Paso Robles Cabernet Sauvignon - above average

Paso Robles Merlot - above average

Paso Robles Syrah - average at best, I bet below average

Central Coast Grenache - above average, the largest of the varieties this year

Central Coast Sauvignon Blanc - average

Berries are sizing so stay tuned for our next updates! You can also follow me on Instagram [@GrapeBroker](#) to see the latest and greatest from Southern Monterey, San Luis Obispo, and Santa Barbara Counties.

P.S.- If anyone would like to wager on the crop, feel free to call me!

-Audra

## SAN JOAQUIN AND SACRAMENTO VALLEYS

The grape crop is maturing later this year than last year, about 10 days behind 2016. Which means we have just barely hit veraison on the early varieties in the San Joaquin Valley this July Fourth Week. Vineyard canopies have held up well during the extended heat the week of June 18, thanks to the abundant rainfall from the winter/spring.



Though the heat was excessive, over 100 for more than a week, it was welcome, because the heat

stopped disease pressure in its tracks.

Grape crop estimates are coming in “average” to “similar to last year” except for Chardonnay, which appears lighter than 2016.

The grape market was active early and there are limited tons available, except for Zinfandel in Lodi. Strong demand for Chardonnay, Cabernet Sauvignon and Pinot Noir.

## NORTHERN CENTRAL COAST

A pretty normal growing season from Livermore to King City. The Pinot Noir and Chardonnay crop looks similar to 2016, with demand out pacing supply, including Grenache.

-Erica

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## NORTH COAST

The crop at this point is looking fairly similar to a year ago for most varieties in the North Coast. Some growers are seeing a little better cluster counts for Pinot Noir and Cabernet Sauvignon, but cluster sizes vary grower to grower. There was some shatter showing itself at set in areas; the growers that went through bloom during that cold spell fared worse. Shot berries are also starting to show themselves now that the berries have started to size, which could have an impact on cluster weights if clusters do not fill in.



Could the extended heat spell that has happened at the end of June have an impact on sizing? That is yet to be determined. Long hot spells are not usually a good thing for tonnage. But with above average rainfall we had this year, the vines seem like they are handling the heat well for now. The weather from now until harvest will determine sizing of clusters and how much these clusters will weigh. If you are a grower, you are hoping for a nice moderate July and August, so the vines can send available water to the clusters instead of using that water to cool themselves.

-Mike

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# Turrentine Annual Crop Contest



## ENTER THE 2017 CROP CONTEST TODAY!

The Turrentine Brokerage 2017 Crop Contest is now open! Make your best prediction for a chance to win a bottle of sparkling wine and a first place plaque. We have also added a Grand Prize Category for a chance to win a YETI Tundra Ice Cooler.

For more details and to enter your best guess in the 2017 Crop Contest, [click here](#).

## Turrentine On The Road

### INTERNATIONAL BULK WINE & SPIRITS SHOW July 26th-27th

Steve Fredricks is speaking at this event. Also in attendance will be Strategic Brands Sales Manager, Bryan Foster along with International Wine Sales Administrator, Chance Hochschild.

[Click here](#) for more information.





## **AVAILABLE**

- +2015/2016 Paso Robles Cabernet Sauvignon
- +2015 Central Coast Pinot Noir: 12 lots
- +2016 Central Coast Pinot Noir: 20 lots
- +2015 Central Coast Chardonnay: 13 lots
- +2016 Central Coast Chardonnay: 29 lots
- +2016 CA/Lodi Zinfandel: 43 lots
- +2014/2015 Sonoma County Zinfandel: 23 lots
- +2014/2015 Central Coast Merlot: 20 lots
- +2016 CA Pinot Grigio
- +2016 CA Pinot Noir
- +2016 WA Cabernet Sauvignon
- +2016 WA Riesling
- +2016 OR Pinot Noir

## **NEEDED**

- 2015 Napa Valley & Sonoma County Red Bordeaux Blenders
- 2016 Sonoma County Chardonnay & Pinot Noir
- 2016 Monterey County Pinot Noir



### **AVAILABLE**

- +Contra Costa Cabernet Sauvignon
- +Lodi Syrah & Petite Sirah
- +Paso Robles Petite Sirah, Malbec and Chardonnay, truckload quantities
- +Santa Maria Valley Syrah, 8-10 tons
- +North Coast Merlot, truckload quantities

### **NEEDED**

- 2017 Pinot Noir
- 2017 Chardonnay
- 2017 Central Coast Grenache
- 2017 Central Coast Sauvignon Blanc

### **BULK WINE BROKERS**

Steve Fredricks, President  
415.847.0603

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Steve Robertson, Broker/Partner  
*All California & Interstate Regions*  
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*North Coast, Interior & International*  
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William Goebel, Broker  
*Central Coast & North Coast*  
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Neil Koch, Broker  
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Bryan Foster  
National Sales Mgr of Strategic Brands  
707.849.9948

### **GRAPE BROKERS**

Brian Clements, Vice President  
707.495.8151

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Erica Moyer, Broker/Partner  
*Interior & Monterey County*  
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