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GLOBAL PARTNERS

CUSTOM LABEL WINE PROGRAMS



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PRIVATE LABEL WINE PROGRAMS

# Why Private Label Wine?

## Wine Retailers

Wine shops today are faced with increasing challenges from other local retailers, direct-to-consumer shipping by wineries, margin pressures, and a lack of differentiation from the competition.

With a KDM Private Label Wine Program, wine retailers can now fight back with their own branded wines that:

- Increase margins
- Have perceived value over national brands
- Increase store customer loyalty
- Low case minimums/minimal upfront investment

## Big Box Retailers/Supermarkets/Club Stores

KDM works with chain retailers to develop and implement exclusive private label brands.

Unparalleled opportunities to:

- Earn higher margins than comparable national brands
- Differentiate the store from the competition
- Sell a product that no other store carries
- Build customer loyalty / convert new customers
- A valuable branding opportunity
- Low case minimums/minimal upfront investment

## Hotels/Resorts

Hotels and resorts spend a great deal of time and money building and “branding” their properties. With a KDM Private Label Wine Program, wine becomes a compelling way to enhance the property’s branding and increase margins and wine sales.

- Brand the property
- Higher margins for Food & Beverage
- Restaurant, gift shop and room service bottle sales
- Wine-by-the-glass
- Low case minimums/minimal upfront investment

## Restaurants

Restaurant customers are often reluctant to buy wine in restaurants when they know they can buy the same bottle at a local retailer for a fraction of the restaurant’s price. Accordingly, restaurants often lose opportunities for wine bottle sales. With your own “House Wine,” there is no “sticker shock.”

KDM-developed proprietary label restaurant wines help spur sales and margins:

- Wine-by-the-glass programs
- Premium house wines to pair with the cuisine
- Wonderful margin-driven wines for events, banquets and parties
- Low case minimums/minimal upfront investment

## Corporate Events and Affinity Groups

Custom wine for corporate or affinity groups is a unique way to gain exposure for the business while helping to leave a lasting impression for event attendees, employers and vendors.

- Corporate gifts
- Banquets and events
- Celebrations and seminars
- Holiday Gifts
- Low case minimums/minimal upfront investment

## Celebrity Brand-Building

Athletes, Chefs, Actors, Musicians, Politicians, Corporate Icons, Fashion Designers and others ... are all exploiting the Web to enhance and profit from their own “brand.” Wines are an ideal vehicle for this .... and KDM Global Partners an ideal partner. Cast a wider public net with a revenue-producing merchandising vehicle and a product that people really want.

# KDM's Private Label Wine Programs are *Turnkey*

The emphasis is on the quality and consistency of YOUR product, YOUR margins, YOUR own distribution and YOUR new brand.

KDM's *turnkey* solution:

- Wine label design
- Regulatory/compliance filings
- Fulfillment to any US state or overseas
- Marketing and merchandising support after the sale

KDM's Private Label Wine Program offers imported or domestic wine varietals that encompass all price points and taste profiles. Let our wine professionals help you create your custom wines, designed exclusively for your needs.

## KDM's Private Label Wine Programs are ideal for:

**Larger, national chains** with multiple SKUs, three-tier distribution in multiple states, needing high-level support and service.



**Small shops and restaurants** looking to brand themselves in a unique way and earn higher profits.

**Businesses, charities or affinity groups** looking for a brand-building product or a "thank you" to its clients, employees or vendors.



# Wine Clubs / Direct Shipment to Your Customers

KDM Global Partners can assist with Direct-to-Consumer Shipment of your wines,\* creating an additional revenue opportunity for your brand or facilitating gift-giving

Integrate your Web merchandising presence with an e-commerce solution involving wine sales!

**Wine retailers**.... Expand your customer reach beyond the four walls of your bricks-and-mortar locations....

**Big box retailers / national retail chains** ....Grow your wine sales and enhance brand equity by creating an additional, lucrative distribution channel.

**Restaurants** ....Enhance your private label wine's exposure and add revenue by enabling your customers to order direct shipment of your wines.

**New brand owners** .... Augment existing three-tier distribution to stores or restaurants with a direct-to-consumer sales (and branding) opportunity ...

**Corporations and meetings/events planners** ..... we can facilitate quick and direct delivery to your list of recipients.

\*Where allowable by law.



# Another Success Story

A compelling, new national wine brand—with packaging, sales collateral, merchandising support and growing sales!

## Black Elk

### *Wines of the World*

- A unique program of premium artisanal imported varietal wines
- A growing line of varietal wines from the world's dominant viticulture regions
- Premium wines / superb values
- Innovative packaging – labels, shippers and point-of-purchase materials
- Vivid, color-coded packaging per varietal and country
- A world brand that spurs repeat sales



Learn more at [www.BlackElkWine.com](http://www.BlackElkWine.com)

Visit **Black Elk Wine** on Facebook!



# About KDM Global Partners

KDM Global Partners, LLC (KDM) is based in Philadelphia, PA and has been dedicated to the analysis, design and implementation of new product initiatives for its clients since the year 2000.

KDM offers a seasoned team of winemakers, distribution and logistics partners, compliance executives and marketing/merchandising specialists to all its clients.

We look forward to hearing from you and exploring how KDM can assist.



**Jonathan Gelula** is the Founder and President of KDM Global Partners. Jon has deep strategic sales, operations and finance backgrounds. He has a B.A. from the University of Pennsylvania and a J.D. from the Emory University Law School.

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