

K | D | M

GLOBAL PARTNERS



PRIVATE LABEL WINE PROGRAM

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

KDM specializes in creating private branded wines—from “value” selections to ultra-premium varietals and blends. They are unique and compelling tools for today’s wine retail landscape.

Retailers

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

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

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

Let us show you how to implement this program and grow your profits.

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

Family Occasions

Personalized wine is a one-of-a-kind keepsake!

- Weddings
- Family Reunions
- Bar/Bat Mitzvahs
- Holidays

