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KDM Global Partners, LLC

Newsletter XXXVI

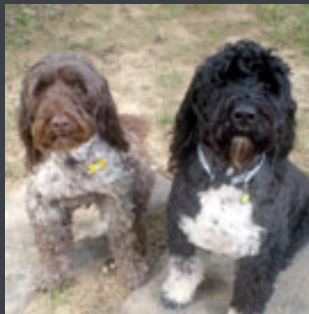
In This Issue

[Benefits of PL](#)

[Restaurants, Hotels, On-Premise](#)

[Harris-Teeter Welcomes Black Elk to its Sets!](#)

Our View From the Yard



A Sad Transition

For those who understand and value the magic of the love and companionship offered by dogs, you can commiserate with my family's plight for the past few months.

I am heartbroken to report the loss of both of our boys - Ripley and Romeo - and within two (2) months of each other.

Ripley was 16 when he passed away - suddenly - on December 2, 2016. And Romeo followed shortly thereafter, with a horrible cancer diagnosis, on January 30, 2017.

Moving forward has been a challenge for us. Both of these amazing Portuguese Water Dogs were with us 24/7... they were sentient, funny, loving

Your Retail Store / Your Restaurant / Your Business: **The Benefits of Private Label Wine**

Private labeling of wine at restaurants, clubs, hotels or in retail stores can be incredibly lucrative and also comes with its own set of challenges. Operators all over the world are already engaged in this *curated wine* practice so, overall, a resounding affirmation of business value!

Yes, you should definitely have your own branded wine.



The chief positives. Private labeling provides you with complete control, from a pricing perspective, and allows you to avoid comparison shopping on the menu - simply because it's a product that is unique solely to your business. Oh - and your margins will be a lot higher, too.

and awesome beings. Hugely important members of our family. And Ripley and Romie were great friends to each other.

You may remember Ripley showing Romie how to open Jane's desk drawer. That was, after all, where their cookies were kept. Here it is on YouTube: <https://www.youtube.com/watch?v=97rZL2m9XmE> Ripley was a beautiful brown Portie - he stood tall and was a fabulous ballplayer. He enjoyed playing ball (with the Chuck-it) at the park - and was relentless and adept with both line drives and grounders alike. 'Product 19' was a longtime favorite cereal of his. In fact, when Kellogg's recently discontinued this item, we chose to think of it as an homage to Ripley.

Romie, always the lover, allowed Ripley to lead and to boss him around; however, these were traits that belied his keen intelligence. Romeo was the sweetest, kindest, most empathetic creature ever. Romie's eleven years with us - while shortened by a short, horrific disease - were a treasure. I'll always remember his sweet eyes and the way he hugged us and kissed our ears in his own way. Getting Romie to eat was never an obstacle, though ...and chicken cacciatore was a favorite.

I suppose that, in time, we will be able to look back fondly and lovingly. But for the time being, there is a horribly sad, gaping hole.

Life-Goes-On

Meet "Luigi."



He is 4 months old, also a Portie, and is a worthy occupant of our available doggie attention. Luigi is a quick learner, is fun-loving and adorable....and he is a huge talker! 'Even talks in his sleep.

More to come....

About KDM

Even more significant are the effects toward brand reinforcement. Private labeling means putting your property's name on one more touch point with the consumer, especially one that is connected to a sense beyond mere sight (taste, smell and touch if they pick the bottle up).

This brand reinforcement can be further amplified by offering your proprietary label product as a *gratis* in-room amenity or a *gratis* pour at the table or an incentivized purchase at the cash register.

Private label wines cultivate customer loyalty and repeat business. After all, your wines are only served or sold by you ... they cannot be consumed or purchased anywhere else!

Dovetailing this are the opportunities to expand your private label brand via Social Media - that is, it occurs whenever someone screenshots your wine label, talks about your product or their customer experience or recommends it. 'Free media for your brand.

Big box retailers, restaurant chains and supermarkets are now presenting their own private label wine lines to customers. Even small retailers and corner *mom-and-pop* restaurants are offering up proprietary label wines. To ignore the business opportunity is to do so as your own peril. It's simply a matter of market survival - and profit margin enhancement.



Macy's recently re-launched its own line of California varietal wines, all produced by KDM Global Partners. [Click here to read more](#)

KDM clients have also included 7-Eleven, Marshall Fields, the New York Mets, Tampa Bay Bucs, Hotel Del Coronado, Rosati's



KDM Global Partners, LLC is a wine producer and importer whose core business is creating and building new wine brands for a clientele of retail chains, restaurants, hotel/resorts, corporations, meetings/events - and individual brand owners.

With its offices in Philadelphia, PA and wine-making capabilities throughout the world's premier viticulture regions, KDM's *turnkey* brand-building capabilities are unparalleled: packaging design, regulatory approvals, warehousing and distribution (to all 50 states and overseas)...all varietals, price points, low case minimums.

The world of wine production, distribution and sale is evolving quickly, creating compelling opportunities for businesses of all types.

We'll take you there.

Learn more here:
KDMGlobalPartners.com

Let us hear from you!



Restaurants, Cucina Tagliani, Escondido Golf Club and Resort, the Wistar Institute, Colonial Williamsburg, Lord & Taylor, Vino 100, Surdyk's Flights...and many other restaurants, retailers and other wine brand owners.

KDM Global Partners has a proven track record of helping clients create and grow successful private label wine programs - both large and small. [click here to read more](#). KDM produces wines in most of the world's major viticulture regions, all varietals and blends, various price points and appellations. KDM winemakers can develop PL programs involving minor overhead and lower case production minimums in order to get started.

More information? Explore further?
Info@KDMGlobalPartners.com.

Black Elk Update

The award-winning *Black Elk* wines from Spain are being featured this month at all Harris-Teeter stores - from Washington, DC down to Florida.



All four (4) *Black Elk* wine varietals have won medals - and in multiple wine competitions! Since 2013, *Black Elk* wines have won eight (8) separate competition awards! www.BlackElkWine.com.

Have you tried *Black Elk*?



Black Elk Moscato (a Gold Medal winner) and *Black Elk Tempranillo* recently earned ratings of "90" .. 'Quite unusual for wines in this wine category and at this retail price!

I reward myself for using my standing desk by drinking wine at my standing desk.



some wine
Serious Wine Just Got Fun™

I still don't understand what a wine stopper is for.



some wine
Serious Wine Just Got Fun™



Where to find **Black Elk** locally?
Info@BlackElkWine.com

Alternative Wine Distribution:

A Huge Sales Opportunity for New Wine Brands

For generations, wine distribution and sales have been very closely-held within a three-tier system of distribution, mandated by the 21st Amendment to the US Constitution.

That is, wine could only be sold by a licensed retail store or by a licensed retail restaurant. And that retailer or restaurant could only purchase its wine from a state-licensed wine wholesaler. Each of the 50 states has its own rules governing sale and taxation of alcoholic beverages; commerce between non-licensees and between licensees in neighboring states was also forbidden.

Questions reasonably raised about alternatives to this rigid, inefficient system were always met with "Sorry, can't do that."

Until now.



KDM Global Partners, a private label wine producer for many retailers, restaurants, hotel/resorts and other brand owners has added a unique wine program involving "Direct-to-Consumer" ("DTC") sales and fulfillment - greatly enhancing its clients' ability to generate compelling sales numbers beyond their existing bricks-n-mortar capability.

Archives

- [Issue 21](#)
- [Issue 20](#)
- [Issue 19](#)
- [Issue 18](#)
- [Issue 17](#)
- [Issue 16](#)
- [Issue 15](#)
- [Issue 14](#)
- [Issue 13](#)
- [Issue 12](#)
- [Issue 11](#)
- [Issue 10](#)
- [Issue 8](#)
- [Issue 5](#)
- [Issue 3](#)
- [Issue 2](#)
- [Issue 1](#)

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These programs now marry KDM's respected and diverse wine production with an additional robust sales/fulfillment capability.

KDM's program involves a *single-stop* solution for all clients - regardless of whether the client has wine licenses beyond its own state - or even any licenses at all.

KDM's program involves (1) Wine Production and Bottling; (2) Warehousing; (3) E-Commerce Sales and Integration; (4) Drop-Ship fulfillment to consumers in approximately 40 states; and (5) Regulatory compliance and back-office program accounting.

A sophisticated eCommerce software platform (specialized for cumbersome wine industry compliance) enables any KDM client to engage in wine eCommerce. It provides sales management and customer data collection on a 24/7 basis and can be easily accessed by the KDM client to monitor its sales, inventory depletions and email addresses for ongoing customer contact. Once per month, the previous month's program wine sales are reconciled, applicable sales taxes paid, shipping and warehouse overhead paid and then a net proceeds check is remitted to the client, as brand owner. And no intervening margins by wholesalers or retailers!



KDM clients do not need to hold wine licenses of any kind to take advantage of this business model. And sales will take place within the client's own Web catalog environment and from its own shopping cart.

The *Direct-to-Consumer* wine shipping business in the US is booming and 2016 proved to be record setting. Both value and volume of wine shipped via this business method across the country soared: volume rose 17% to reach more than 5 million cases and the value

of those cases increased by 18.5%, worth nearly \$2.33 billion.



Recent legal changes in three states have also had a big impact on the DTC sales channel. Pennsylvania was opened to DTC shipping last August and the state already ranks 23rd in volume for the partial year; many believe the state will reach *Top-10* status by the end of 2017.

'A compelling branding and merchandising opportunity - especially for businesses or brands with an existing customer community and database.

<http://kdmglobalpartners.com/direct-to-consumer>.

Sound interesting? Talk to us! Info@KDMGlobalPartners.com.

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