



## **Restaurants/ Hotels / Wine Shops:** **Private Label Wines are** ***A Significant, Additional Profit Center***

Many believe that the hospitality industry, restaurant sales and wine shops/liquor stores - are bellwethers of the overall economy. Restaurant spending, hotel stays and discretionary travel are some of the first things to be sacrificed when people (and businesses) are uncertain about their financial futures.

For many years, the squeeze has been on for these businesses. And they have battled back with strategies that will undoubtedly now survive as the economy improves.



One such strategy is private label wine programs. An "Own Brand" wine delivers multiple benefits to these businesses: (1) Increased profit margins on house pour; (2) Enhances the property's "branding;" (3) Differentiates the house from the competition, serving a wine that is only available at your establishment; and (4) Eliminates the sticker shock, for customers, when they recognize a wine that they are familiar with and have purchased at retail, noticing that the house is charging its typical 300% margin!

For hotel/resorts, PL wines can not only be available in the restaurants and bars but also for catering/banquet pours, events, room service, gift shops, pool beverage service - plus online, too, where many hospitality purveyors are now merchandising their wares for revenue stream enhancement. <http://bit.ly/1sYH40i>

KDM Global Partners has built a core niche of helping restaurants, hotel/resorts, other on-premise wine businesses and retail stores enhance (or altogether replace) their existing wine programs with higher-margin, higher-quality wines that help to brand the house and deliver more effective results to the businesses's bottom line.

And, with the added benefit of now complementing bricks-n-mortar sales with an a Web sales presence, every on-premise wine purveyor can now enhance its presence, branding - and profits.

Learn how: [info@KDMGlobalPartners.com](mailto:info@KDMGlobalPartners.com).

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## Bay Bros. Red Wine Blend Scores TWO (2) Silver Medals!

The market success of 'slightly sweet' California red wine blends has not gone unnoticed by KDM Global Partners' winemakers.

KDM recently launched its Bay Bros. Red Wine Blend and the brand has already earned industry accolades.

Two Silver Wine Competition medals have already been earned: (1) American Wine Society Commercial Wine Competition; and (2) Houston Rodeo International Wine Competition.

Bottled in Napa, Bay Bros. has a shelf price of around \$8.99 per bottle. 'Big bang-for-the-buck. [www.Bay-Bros.com](http://www.Bay-Bros.com).  
<http://bit.ly/2J87ai6>



The paths of California-based brands such as Apothic and Ménage a Trois have catapulted the red table wine category into front-and-center status among consumers – and retail stores. These wines continue to have strong, widespread appeal – particularly among younger wine drinkers. Wines with softer tannins and that are more fruit-driven sell well, plain and simple.

Sweeter red wines are broadly seen as a way to transition younger consumers from soft drinks, beer or cocktails into the world of wine. Sweet reds also have a separate audience of older drinkers who have always favored sweet wines, but marketers see a special opportunity with younger consumers. Sweet reds are mainly resonating with entry-level wine consumers, as well as a core audience of long-time sweet drink fans.

Red blends are particularly appealing to Millennials as they not only have the fruit-forward flavor profile, but also an affordable price point and current relevance. It is also a great category for consumers who don't want to drink a dry or tannic wine such as a Cabernet Sauvignon.

More information about distribution and retail opportunities: [www.Bay-Bros.com](http://www.Bay-Bros.com) - or [Info@Bay-Bros.com](mailto:Info@Bay-Bros.com)

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## The World's Best Restaurant Views

**WP24**, Los Angeles



***On the Rocks at Eden Rock, St. Barts***



***La Foresteria at Planeta Estate; Sicily, ITALY***



***Ambrosia, Santorini***



***Hotel Caruso***, Ravello ITALY



***The Yeatman***, Oporto PORTUGAL



***Kuai Grill***; The St. Regis Princeville,  
HAWAII



***Tapasake***, One & Only Reethi Rah;  
MALDIVES



***Mamilla Hotel***, Jerusalem



***Perlan***, Reykjavik, ICELAND



***El Tovar Dining Room***; Grand Canyon Village, AZ



***La Chevre d'Or*** - Eze FRANCE



***101 at One & Only***, The Palm, DUBAI



***Sierra Mar at the Post Ranch Inn,***  
Big Sur, CA



***Asiate,*** New York City



***About KDM.*** 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 other wine brand owners.

With 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 and lower case minimums, too.

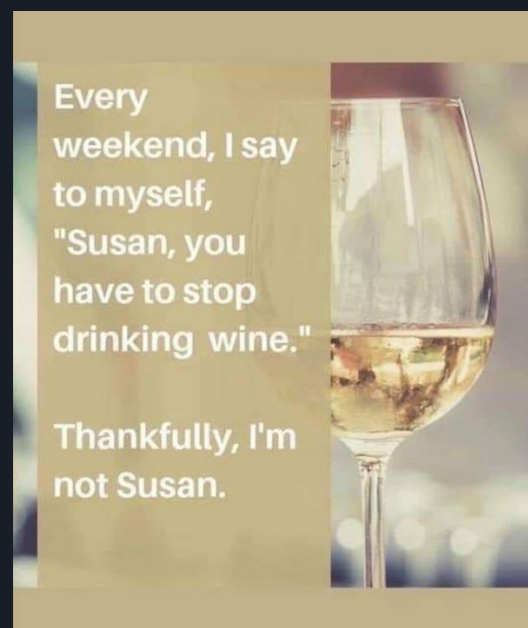
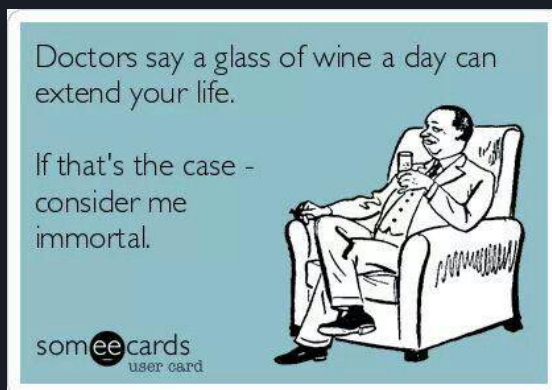
The world of wine production, distribution and sales is evolving quickly, creating compelling new opportunities for businesses of all types.

We'll take you there!

Learn more here:

[KDMGlobalPartners.com](http://KDMGlobalPartners.com)

Let us hear from you! [Info@KDMGlobalPartners.com](mailto:Info@KDMGlobalPartners.com)



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