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KDM Global Partners, LLC

Newsletter XXXVII

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### My View From the Yard



Recent Puppy  
School  
Graduate

Luigi's first birthday is coming up (January 8th) and he has acclimated beautifully to his new home, job and career.

Luigi is great to have around the office... he is helpful to all when called upon (that is, unless he's asleep) and offers an incisive, studied viewpoint to the company's outreach and marketing which is appreciated and valuable.

## Consumers Are Increasingly Choosing Retail Stores, Restaurants, Hotels Based on Their Private Label Brands - *Including Wine*

New research shows that more shoppers are choosing stores to shop at based upon how much they may like a retailer's proprietary label store brands. Same for restaurants and repeat business there.

Fifty-three (53%) percent of shoppers said they shop retailers based upon the retailer's private brands, an increase from 34% when the question was last asked in 2011.

This notable growth supports the notion that retailers are increasing their development of PL wine brands in order to differentiate themselves from the competition. And for grocery retail, two-thirds (67%) of shoppers visit 2-3 retailers weekly for groceries - a statistic that reaffirms that shoppers are going to retailers for certain products, including store brands.

Shoppers like to have options - whether in-store or online - when it comes to where they purchase everyday groceries and supplies, including wine.

Price is an important factor as to why shoppers are traveling to different retailers within a given day or week to buy a product that is sold at multiple locations. Not only do private label wines offer a higher level of quality at the price, compared to comparable 'national' brands (which consumers recognize and



This is Luigi's first *View From My Yard* column. While he recognizes that he's got formidable shoes to fill from Ripley and Romeo's prior efforts, he is confident that his paws will not merely fill in - but offer something new and different.

*Happy New Year* - to you and your families!

### 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 individual 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, low case minimums.

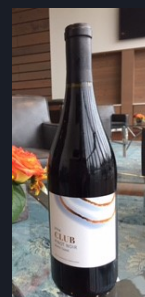
The world of wine production, distribution and sale is evolving quickly, creating compelling opportunities for

appreciate) but these wines also offer higher margins to the store (which retailers appreciate!).

Brands can help establish a loyal shopper following by delivering innovative products that align with consumer demand and by consistently delivering quality, valued products to develop a level of trust. Personalization is a key strategy in connecting with shoppers and creating not only brand loyalty but also store loyalty. While no retailer or restaurant can be everything to everyone, but by knowing what motivates its own clientele, a store or a restaurant can make a commitment to their satisfaction - and regular/ongoing patronage.

The Commonwealth Club of San Francisco, one of the nation's oldest and largest public affairs forums, recently enlisted KDM Global Partners to create and bottle a custom label Pinot Noir and Chardonnay to serve guests at the Club's many events.

Alex Hernandez, the Club's Director of Facilities and Events, reports that *.."we have poured the wine at a couple of large and important dinners with our board and major donors to the Club. They were so well received that we ended up giving them as gifts to the board. Several pulled me aside to share their excitement about both the look and taste of the wine, but regarding the general concept of the club having its own label."*



Commonwealth  
Club Pinot Noir

Private Label wines are compelling tools that can be used by branded businesses such as Hotel/Resorts to commemorate and publicize events or anniversaries to their clientele and to consumers in general.

The venerable Hotel Del Coronado in San Diego commemorated its 125th Anniversary with a custom label Chardonnay. The hotel poured these wines at events, sold them in their gift shop and included them on the menu at all restaurants, lounges and bars - both as *wines-by-the-glass* and for bottle sales.

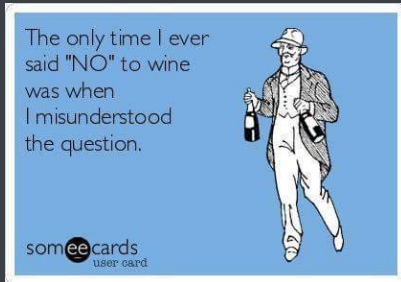
businesses of all types.

We'll take you there.

Learn more here:

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

Let us hear from you!



*"The answer may not lie at the bottom of this wine bottle....but we should at least check."*

*"Friends & Wine.... are BEST old."*

*"There is no serving size suggestion on a bottle of wine; thus, we need to assume that a bottle is ONE SERVING."*

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Hotel Del  
Coronado  
Chardonnay

Other businesses, wanting to offer their VIP clients a gift that also creates valuable branding for the company have gone the route of private label wines, bottled exclusively for this purpose - or to use at Meetings/Events.

Wines are perhaps the best of all branding tools when given away; long after the wine is enjoyed, people tend to keep the bottles around....terrific branding!

Hing WA Lee, a Los Angeles-based retail jewelry chain with a loyal, high-end clientele engaged KDM Global Partners to produce and bottle custom label wines on several occasions, which they gift to clients and use at company events: a Russian River Valley (Sonoma) Pinot Noir, a Napa Cabernet Sauvignon and a Sonoma Valley Cabernet Sauvignon:



'Want more information about how this process works? KDM Global Partners offers a robust capability for retailers, restaurants, hotels and other businesses in this area. <http://bit.ly/2CBbAgA>.

Talk to us: [Info@KDMGlobalPartners.com](mailto:Info@KDMGlobalPartners.com).

## Building Brand Visibility:

Innovative Ways Beverage Retailers are Gaining Visibility and Setting their Own Brands Apart in a Crowded Marketplace

Retail owners are constantly agonizing about how to stand out from the crowd and build market share while remaining true to their own brand culture.

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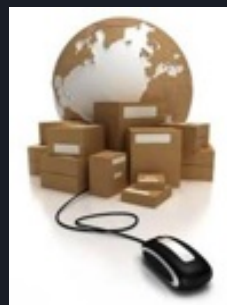
Investments in new business models and strategies can show surprising results. Sweat equity, for example, tends to go further than money in some cases. Many retailers see growth from constantly communicating with its existing client base, citing newsletters and email blasts as fairly cost-effective tools and business drivers.

Yet with a sound strategy and clear vision, new investments in superior response to customer demand can be a key tool. Retailers have found that clients are more likely to embrace specialty concepts when the wine-buying experience has been enriched or the purchasing process has been made easier. *Best example:* Private Label/Custom Label Wine programs - where a wine is developed according to what that clientele prefers and can only be purchased at that particular retailer's store or online catalog.

### **Digital Development / Creating an Online Wine Shop**

As with many bricks-n-mortar wine retailers, (even the Mom & Pops) one would never guess that the retailer is also home to a booming online business. While a physical retail location is often needed for in-person interactions with customers and "consultative" selling, the store's Web-based catalog can be the main driver of sales, accounting for much more revenue than the local shop!

Online wine catalogs provide a much wider customer demographic. Also, customers appreciate the convenience of ordering online on their own time and having products delivered to their doorstep.



But what if you're a successful - but small - wine shoppe - and not licensed in any other states? How can you achieve this robust online catalog presence without licenses and permits, warehousing, eCommerce software and the type of back office accounting capability necessary to scale this exciting online retail opportunity??

KDM has a unique solution for its retailer customers and can help to broaden these stores' customer

bases - and overall revenue - dramatically.  
<http://bit.ly/1eTe8BY>.



KDM can facilitate a Web-based eCommerce platform, enabling online sales, fulfillment and record-keeping for clients' own wine brands in approximately 32 states and overseas. And the online sales can also take place from within the client's own Web catalog environment! KDM clients do not need to hold any additional state wine licenses or shipping permits in order to take advantage of this business model. It is a sensational branding tool - and potential revenue generator.

'Wanna know more or chat about this?  
[Info@KDMGlobalPartners.com](mailto:Info@KDMGlobalPartners.com).

## ***Wine Can Make You More Creative***

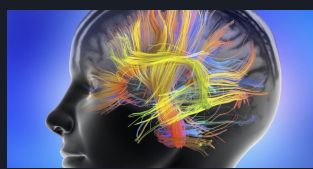
Wine has long been purported to cure what ails you. Wine is good for your heart and lowers your risk of getting colon cancer. When you drink it before bed, it can help you lose weight. It might even delay the onset of diseases like Parkinson's and Alzheimers.

But while we normally think of alcohol as impairing our judgment, in some cases it could actually enhance our ability to do better work.



But wait...that doesn't mean you should down an entire bottle of Cabernet and then attempt some hardcore numbers-crunching. But it may mean that a glass of the Cabernet can make you more creative.





A study by researchers at Austria's Graz University found that participants who'd had a small pint of beer scored higher on a test of creative problem-solving than participants who'd been given a non-alcoholic placebo beer. Researchers showed participants a set of unrelated words, which the participants had to come up with unexpected connections between, also called a Remote Associations test. Having a little beer or wine inside you might help you come up with that out-of-the-box solution you were not seeing before.

It is worth mentioning briefly that there was another test of creativity where participants who'd had the small pint of alcoholic beer did not do any better than those who'd had the placebo. In the Divergent Thinking test, where participants had to come up with creative uses for common objects, the two groups of participants scored fairly similarly. So even in that case, the alcohol certainly didn't hurt but it didn't help either.

We choose to think that the folks who had the alcohol (versus just the placebo) maybe weren't that creative to begin with?

## **100-Year-Old Woman: "The Secret to my Longevity is....Wine"**

Florence Bearse, who recently celebrated her 100th birthday in Bangor, Maine, understands the value of the good things in life - wine, in particular. Known for her "no-nonsense attitude and sense of humor" according to a profile of this spry senior citizen, Bearse revealed that the secret to her longevity is drinking plenty of wine.

*"I like my wine. Don't take it away from me," she said.*

'Another drop of wisdom from Bearse: "Don't take any \_ xxx\_." Sound advice.

Bearse, who used to run a restaurant in Lagrange, Maine, might actually be on to something. Various studies have shown that wine can lower your

risk of heart disease or heart attack, can lower your chances of developing Type-2 Diabetes or even of having a stroke, and can slow the rate at which your brain function deteriorates.



A study released in May of this year concluded that drinking wine might actually help delay the onset of cognitive disorders like Parkinson's and Alzheimer's.

In the video of Bearse's birthday party, she's shown actually chugging her glass of red wine, another smart move. The anthocyanins and resveratrol in red wine are good for the heart, and regulate cholesterol levels - though you can also get the similar benefits from eating a handful of blueberries.

Don't despair if you're more of a white wine fan: Another study found that it helped control glucose in diabetes patients just as well as red wine.

Bearse is still full of laughter and smiles, so maybe she's just a happy person in general, but there's certainly no harm in taking her advice and indulging in an extra glass of wine or two every once in a while. Science has given us proof that wine can be part of a healthy diet; the long life of Florence Bearse is just the icing on the cake.

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The award-winning *Black Elk* brand begins 2018 in the wine category sets at retailers like Harris-Teeter, Ingles Markets, Cost Plus World Market, Bed Bath & Beyond....and *LOTS* of other wine stores and restaurants!

*'Want to learn more? [Info@BlackElkWine.com](mailto:Info@BlackElkWine.com).*

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