

Custom Brands – A Superior Solution

We develop artisanal wines; others dress up mass-produced commodities



Traditional Private Label

IBG Replica Custom Brands

Taste Profile

- “Tastes kind of like...”

- 99%+ match to target brand

Target Consumer

- Price-sensitive, casual wine drinkers

- Practical wine connoisseurs

Winemaking

Process

- Commercial production facilities

- Hand-crafted artisanal products

Sourcing

- Ad hoc bulk juice and grapes

- Only 10% of CA wine meets IBG standards

Region / Varietal

- Regionally limited

- All major U.S. and international regions

Image

- Cheaper, lower quality alternative

- Clear data on quality and value

Marketing Support

- Limited point of sale materials

- Highly effective, end-to-end marketing

