

IWA Summer Meeting



Shipping 101

LET'S SHIP SOME WINE!

Panel:

Eric Harris, Two-EE's Winery

Ben Schrodt, Brown County Winery

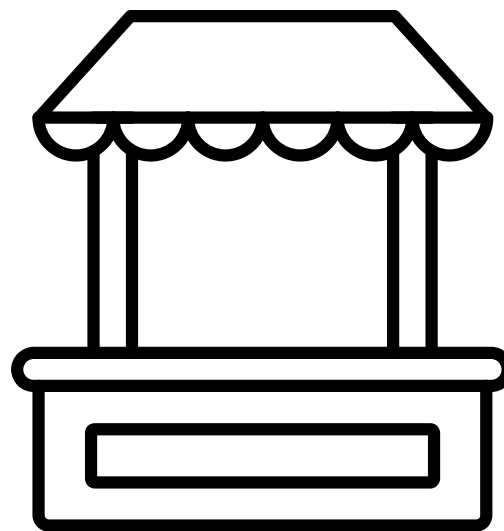
Moderator:

Rachel Gibson, IWVA Executive Director

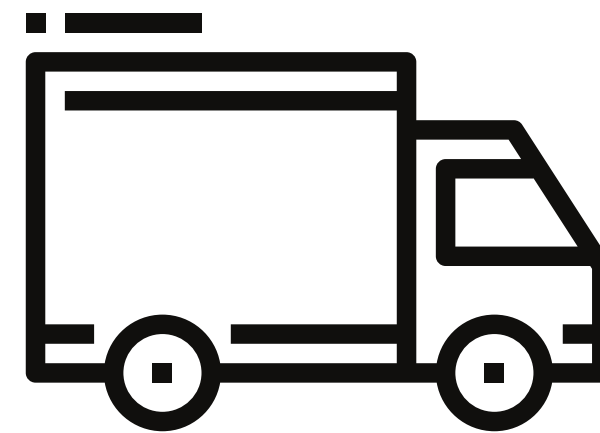
Refresh: Sales Channels



TASTING ROOM



EVENTS



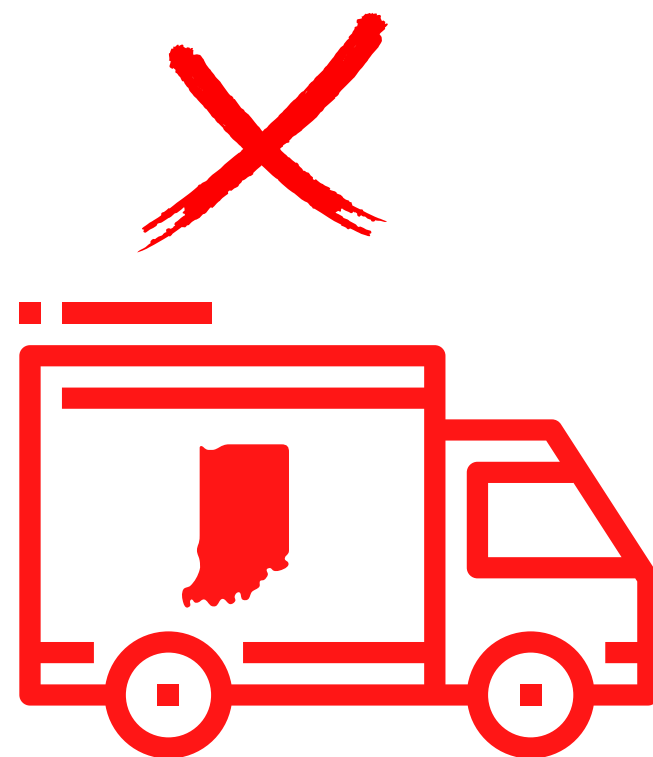
DTC SHIPPING



RETAIL



Farm Winery Permit Scope Allows:



*WITH RESTRICTIONS

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SHIPPING OUTSIDE OF INDIANA

A holder is entitled to sell and ship the farm winery's wine to a person located in another state in accordance with the laws of the other state.

Farm Winery Permit Scope Allows:



SHIPPING IN INDIANA

In order for Indiana wineries to ship wine to Indiana residents, you must obtain a Direct Wine Seller's Permit. (IC 7.1-3-26)

Direct Wine Seller's Permit:

- Annual Permit
 - July 1 renewal
 - Graduated fee structure based on shipping volume (\$100-\$500)
- Available to Farm Wineries who are legally permitted to sell alcohol and do business in Indiana
- Out of state companies shipping into Indiana must not have worked with a wine wholesaler in Indiana within the previous 120 days

Direct Wine Seller's Permit:

- Can sell to consumers who are at least 21 years of age, have an Indiana address and intend to use the wine for personal use
- Must keep records for 2 years
- Maximum of 216 liters to any one consumer in a calendar year
- Maximum of 45,000 liters of wine in a calendar year

Consult 7.1-3.-26 for full list of qualifications and conditions

Question #1:

What has been your experience with shipping? Is it worth starting if you aren't already doing it?

Question #2:

What internal resources are you using to facilitate your shipping sales channel?

Question #3:

Do you use a service like VinoShipper or Ship Compliant to increase sales and reduce compliance efforts? Are those services appropriate for all wineries?

Question #4:

What's your best advice in terms of marketing strategies to grow sales?

Question #5:

What lessons or pitfalls did you discover or have to learn the hard way?

Q&A

Additional Questions or Comments?