



Valgejõe Veinivilla

Wine farm hostess

Tiina Kuuler



Veinivilla's products and services

- Fruit and berry wine producing
- Wine producing by order for companies
- Wine making classes
- Wine tasting classes
- Farm visits with tasting



Marketing points

- Newspapers, magazines, radio and TV
- Joining local organisations – KEEL, ESA, EVEA, Maaturism, EVVL, Väikepruulijad etc
- Cooperation with other farms
- Attending specialized fairs, dinners, events etc
- Attending in all kind of wine/local food contests
- FB, homepage

Marketing possibilities

- Relations with salespersons/sommeliers
- Wine classes for restaurant workers
- Special wine days in shops
- Being “on map” - writing articles, performing in TV and radio. Writing books.
- Local quality signs



Lessons learned

- The way to local client goes through Tallinn's famous restaurants/shops
- Have a wider view of clients – museums, corporate gifts, corporate events
- Be informed about competitors and turn them into partners