

# Le volpi e l'uva: The Foxes and the Grapes

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<https://lemonsandletters.com/the-fox-and-the-grapes/>

# Agenda

Introduction  
Customer Consumption Patterns  
Sourcing Inventory  
Marketing Philosophy  
Wine Pricing  
Philosophy: Customer Experience  
and Knowledge  
Organic and Sustainable Sourcing  
Our Thoughts



# Introduction

- Founded in 1992 by Emilio Monechi, Riccardo Comparini, and Ciro Beligni
- Started as a wine store, became a wine bar in a few years later
- Value taking personal approach to business and consumer relationships
- Specific focus on understanding the philosophy of each producer and creating connections with consumers



# Customer Consumption Patterns

- **Hours and Operation:**
  - Open 12-9, 7 days a week from spring-fall, 6 days a week during winter
  - Large emphasis on hard work to create meaningful customer experiences
- **Clientele:**
  - Large range of customers, people from all countries and ages
  - 50% tourists 50% locals during fall and winter, 70% tourists 30% locals during spring and summer



# Consumption Habits

- **Consumption Habits:**

- Locals prefer wines from local producers, tourists tend to look for well known names
- Younger generations look for more adventurous wines while older generations gravitate towards traditional wines
- Shift in American buying trends from full bodied reds to elegant, lighter reds
- More customers looking for mineral-forward, dry white wines currently



# Sourcing Inventory

- Personal Approach to Small Producers
  - Relationships
  - Good Quality for Good Price
  - Experimenting - “We Buy What We Like”
- Sustainable Agriculture and Organic Wines



<https://www.blueridgewineexcursions.com/all-inclusive-wine-tour-for-2>

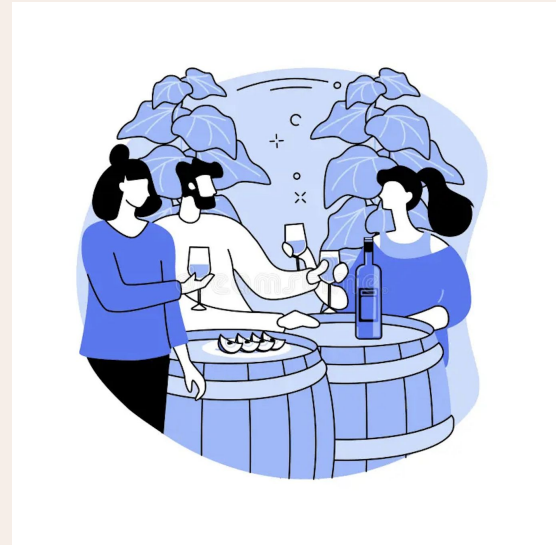


<https://wineandearth.com/blogs/heard-it-through-the-grapevine/september-is-organic-wine-month-here-are-our-top-12-organic-wines>

# Marketing Philosophy

“Do not simply sell products to make money...but sell information and knowledge.” -Ciro Beligni, *Le volpi e l'uva* owner

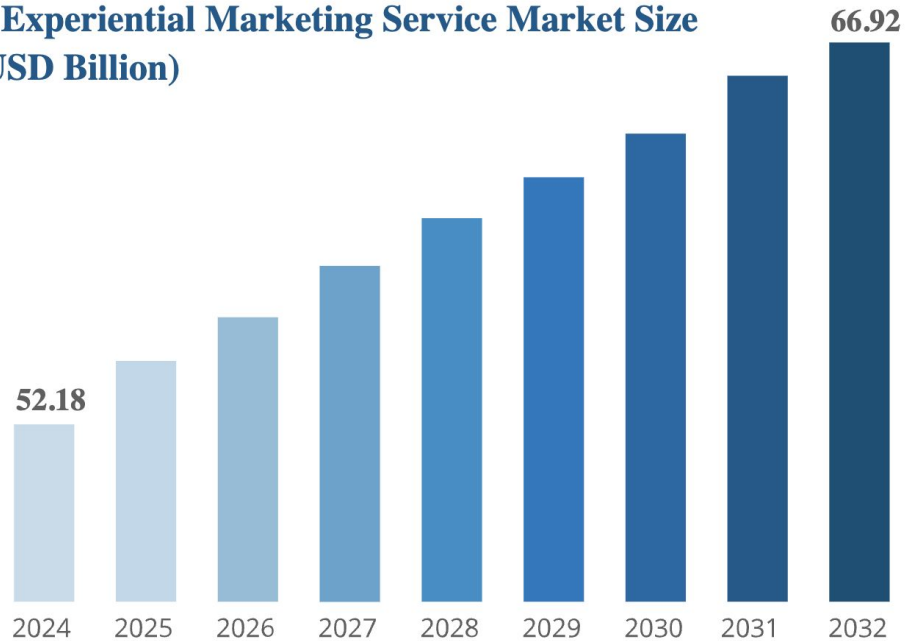
**Experiential Marketing!**



<https://www.dreamstime.com/illustration/group-tasting-wine.html>



## Global Experiential Marketing Service Market Size 2032 (USD Billion)



### REPORT INSIGHTS



MARKET SIZE

**USD 52.18  
BILLION**  
2024



MARKET SIZE

**USD 66.92  
BILLION**  
2032



**CAGR**

**3.16%**  
2024-2032



# Experiential Marketing Implementation

1. Wine Lessons/Tastings
2. Flight Tastings
3. Wine Club



<https://www.levolpieluva.com/cantina-italiano>

**Largest Marketing Channel: Word of Mouth**



<https://www.istockphoto.com/it/illustrazioni/selling-books>

# Top-Selling Brands and Denominations

- **Founded in 1992** focusing on small producers from Italy and France.
- **Evolving Preferences:** Shift from full-bodied reds to lighter reds, mineral-driven whites, and orange wines.
- **Popular Wines:** Barolo, Brunello, Chianti Classico, Prosecco, and Southern Italian whites.
- **Trends:** Growing preference for dry, light wines with fish pairings over meat.
- **Engagement:** Personalized recommendations from Wine Club.



# Wine Pricing

- **Factors Influencing Price**
  - Production Costs, Aging Requirements, Branding, Regional Reputation
- **Price Range**
  - Most Expensive: Barolo and Brunello di Montalcino (€65)
    - Higher for organic producers
  - Most Affordable: Prosecco
    - Summer sales increase



# Wine Pricing

- **Aging and Production Costs**
  - Brunello requires four years of aging
  - Smaller barrels (€600-€800 each) need replacement every three years; larger barrels last longer
  - Land in Montalcino is expensive
- **Brand Reputation and Marketing**
  - Name recognition drives price over quality
  - Word-of-mouth marketing



# Pricing Comparison

- **Enoteca Pitti Gola e Cantina**
  - Rare and aged Tuscan wine
- **Signorvino Firenze**
  - Chain
  - Wide selection between affordable and high quality
- **Le volpi e l'uva**
  - Direct sourcing keeps prices down
  - Quality rather than branding
  - Accessibility for casual vs conisseurs



<https://stock.adobe.com/it/search?k=wine+clipart>



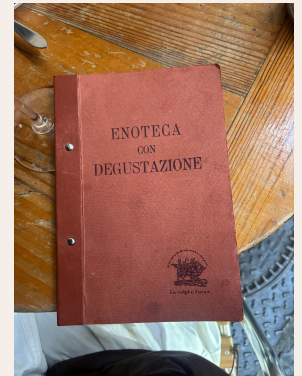
# Philosophy: Customer Experience and Personalization

- Emphasis on creating a unique, tailored experience for every customer
- No social media presence – relies on word of mouth and personal connections
- Opening a new store dedicated to personalized wine experiences
- Exclusive wine club for loyal customers, including curated wine shipments



# Education and Lifelong Learning

- Customers learn about wine, not just taste it
- Ciro's belief: "Everyone should continuously seek knowledge"
- His personal journey: trained in Paris, London, and Italy
- Travels to learn from other professionals and refine expertise



# Organic and Sustainable Sourcing

- Prioritizes sustainability without following trends
- Only sources wines they personally believe in and would drink
- Selection process: focuses on terroir (climate, soil, grape varietal, tradition)
- Regular blind tastings ensure authenticity and high quality





# Our Thoughts

- Current business model works without marketing
- New location
- Business expansion
- Social media investment
- Authenticity



# Citations

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