

THE RIVALRY



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Executive Summary

Introducing, The Rivalry, an inclusive Austin based winery that takes pride in producing vegan, gluten free, and kosher wine. We are manufacturing this unique wine to help capture our target audience of young professionals in Austin that have a focus on health and sustainability. The Rivalry offers a unique opportunity to not only give experiences to the University of Texas students and graduates that are already in the area, but also to Aggies living in Austin as well.

The Rivalry is intriguing to the Austin population with large Aggie/Longhorn/Austin networking base to work off of. There is the potential risk that there will be less traffic to the winery since it's not located directly downtown. Even though Austin has many other wineries, the Rivalry has a lot of partnering opportunities with other businesses to boost off of. The Rivalry is aggie owned and operated, nested in the friendly hills of the Austin area, specifically the Hill Country Galleria located in Bee Cave which is just a short straight shot from downtown Austin. With only sustainable sourcing, growing, producing, and operating features, The Rivalry allows for an old tradition such as wine to grow into the modern-day needs. The vineyard is family friendly, providing tours and the option to pick your own grapes directly from the vine itself, allowing for all ages to participate. From there, our visitors can partake in a wine tasting, have a meal or snacks made in our full kitchen, or sit and relax with a glass. Wine will range from \$20 to \$75 a bottle, five tastings will cost \$20, and the winery/vineyard tours will cost 50 dollars, which also includes five tastings. Being Aggie owned and operated speaks volumes for the brand's values. However, even though it resides in Longhorn territory, the vineyard fosters a fun and playful atmosphere that allows both teams, and others, to enjoy their time. Our brand is inclusive of all lifestyles and welcomes all visitors. We will strengthen customer's connections to our wines through the unique vine-to-bottle experience offered on our vineyard tours. Further, our winery will emphasize southern hospitality to create an 'at home' feel. Each of our wines

will be named after an A&M or UT tradition, creating a conversation piece between unlikely friends as they are transported back to the good memories of their college years. Our patrons can find The Rivalry on almost every social media platform, keeping them updated on our events and specials, allowing them to easily share our posts with others. We want our winery to be featured in the health and wine magazines by the third year in business and to be able to have a larger outreach not only in the U.S. but also worldwide in the wine industry. We believe that we have a unique, one-of-a-kind experience of being able to see how our exclusive wines are created.

Target Market

With this specific area, our target market will be young professionals in Austin that have a focus on health and sustainability. We anticipate an age range of 21 to 35 years, and although there is an emphasis on having vegan and sustainably sourced food and drink, we hope to have people who enjoy wine and being social to take part in our product. With 6% (19,632,000) of the population in the U.S. being vegan and Austin, TX is the 8th most vegan-friendly city; it is a broader market than it seems to be because 8% is vegetarian (Kuper, 2019). An estimated 1 in 133 people have celiac disease leading to 20 million in the U.S. to being gluten-free (Anderson, 2019). There are approximately 18,000 people who live a Kosher lifestyle in Austin but 8.5 million in the U.S (Shalom Austin.). That gives us roughly 30 million people in the U.S. who meet at least one of our key focuses as it concerns the making of our wine.

The competitive advantage with this target market is the current increase in the popularity of the environmental and health benefits to vegan and gluten-free. According to the Food Revolution Network, there has been a substantial increase in the demand for fully-plant based and sustainably sourced products globally. There has been a reported 600% increase in people identifying as vegans in America, which is substantial. This shows that this target market is sustainable and growing. Due to this high growth, we hope that this specific and narrow market will be highly profitable.

Along with the target market being related to the production process, we also hope to take advantage of the location and our group being Aggies in Austin, Texas. The Rivalry offers a unique opportunity to not only give experiences to the University of Texas students and graduates that are already in the area, but also to Aggies living in Austin as well. There are currently 17,962 Aggies in the Capital City A&M Club, and many students that are from Austin attend Texas A&M as well. The current number of graduates for both schools has increased

dramatically in the last five years, causing this market to be consistently growing. This group is likely to have young families, so we also would like to have them be a target for us as well. Due to our high interactivity with our vineyard tours, we hope to have something that will interest young children while also being a fun and social experience for the parents.

With the markets described, we see our "most desirable" customers as first Longhorn or Aggie alumni or fan who is looking for a fun family experience. Second, be wanting to learn more about wine, an Austinite who lives a vegan and gluten-free lifestyle. Third, someone who is interested in good wine with their diet as well as learning more about food pairings. Lastly, a customer who is in search of a well-made Kosher wine is looking for an experience that accommodates them. We hope to bring inclusivity within our market. Although we have a narrow-predicted market, we encourage anyone to come and try some fantastic wine and food that is sustainable, delicious, and good for you — promoting our customers' health as well as the earth's health.

SWOT Analysis

Strengths ❖ Expansion of knowledge of wine	Weaknesses
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<p>within the Austin area</p> <ul style="list-style-type: none"> ❖ Relationship building and networking amongst ❖ Being in a large city but not in the high populated area ❖ The Branding will be intriguing to our audience being in Austin 	<ul style="list-style-type: none"> ❖ Potentially small turnout due to being not in downtown area ❖ Being a new company/vineyard ❖ No experience on this particular land ❖ Traffic driving to the vineyard
<p>Opportunities</p> <ul style="list-style-type: none"> ❖ Networking opportunities with various vendors and shopping centers close to our vineyard ❖ Ability to create new partnerships between attendees of event. ❖ Creating a wine that is gluten free, vegan and kosher 	<p>Threats</p> <ul style="list-style-type: none"> ❖ Austin is home to 50 wineries ❖ Texas Weather ❖ Pierce's Disease

Marketing Mix

(Hale, C. 2016)



The Rivalry is located 25 minutes northwest of downtown Austin in the Bee Cave Region, a high-class area in Austin. In the Bee Cave region, The Rivalry will be able to use the surrounding area of the rolling hills to showcase the vineyards and winery. Our guests will be able to enjoy the winery firsthand and be able to take a tour that leads them through not only the history of the winery but also sees the process of how the wine is created. The location of the winery is the right combination of being only a short drive from downtown Austin and also right next door to the Hill Country Galleria.



(Owner, B. 2017)

Our location allows our visitors to get away from the heavy traffic and people in Austin, but it is also close enough that the trip does not take a whole day to come out and visit The Rivalry.

The City of Austin has a population of approximately 964,254 people. It is also the 11th ranked city within the U.S. to have the largest community at a 3% growth in population each year (Austin, Texas Population 2019). The Rivalry is on the outskirts of town, and this ensures that our guests will not feel cramped or feel that there are too many people around them when they visit. They will be able to experience the outdoors and relax even though they are a short drive from the city.

With this specific area, our target market will be young professionals in Austin that have a focus on health and sustainability. We anticipate an age range of 21 to 35 years, and although there is an emphasis on having vegan and sustainably sourced food and drink, we hope to have people who enjoy wine and being social to take part in our product. This target market has been specifically chosen due to Austin currently being the 8th most vegan-friendly cities in the U.S. (Kuper, 2019). We are also focusing on sustainability with our production and food pairing. Generations Y (Millennials) and Z are our central focus populations because our wines are solely based on being gluten-free, vegan, and Kosher-style wines. We chose this type of winemaking process because the targeted generations are becoming more focused on being more health-conscious and exploring benefits that come from eating gluten-free and vegan products. As well as the waste-free and highly sustainable aspects of an as vegan or plant-based diet. Another reason we chose this specific market is the availability of a market that is underrepresented in the wine industry.

We will sell a variety of sweet and dry wines in both red and white varieties. We will primarily focus mainly on these wines as we start out and eventually work our way to creating a port and sherry. The pricing for our wine will be a little higher due to the diverse varieties we have to offer at The Rivalry. Bottles will range from \$20 to \$75 depending upon the style of the wine. The prices do reflect the median income of our target market, which is \$76,845.00 (Austin, Texas Population 2019). Although the cost of \$20.00 per bottle may seem high, we are predicting that people are willing to pay a higher price if they know that it will benefit their overall health. Gluten-free, vegan, and Kosher varieties are not easily obtainable, and our selected market is more than willing to pay an additional cost because they are more focused on the benefits of healthy living than price.

We also plan to make our winery a destination for travelers and locals. We believe that we have a unique, one-of-a-kind experience of being able to see how our exclusive wines are created. We will offer tours of not only our vineyards but also of the process of creating the wine. The tours of the vineyards will be different than other vineyards because we will be able to provide our guests experience and not just a tour. During harvest time, we will have an activity that will allow a select number of patrons to be able to come to our vineyard and pick the grapes that will be created into a signature wine. The person choosing the grapes will be able to create a wine of their choice and also be ready to start the process of making it. This will make it family-friendly so it will appeal to our target audience more. Once the wine is created, we will send out a reminder to the customer telling them that it is done and ready to be bottled and sealed. At that time, they will be able to bottle the wine that they created and take it home. The wine will have a custom label that will have their information on it, saying they produced and bottled this wine.

We will also offer wine tastings of our wines on tours that we give and also have a tasting room for those who only want to taste our wine. These kitchens will focus on all of the same aspects that our wine prides. Meals will be sustainably and locally sourced, plant-based, and gluten-free, and Kosher. We will offer food pairings along with the wine tastings and also have a full kitchen to allow our guests to come to have lunch or dinner with us. We also plan on holding corporate events around the holiday seasons and parties ranging from dances to birthdays to charity events. This will allow us, as a company, to interact with the community while also provide an opportunity to showcase our wine. Even create custom labels for the events at our events that they can drink later on and think about their experience with us. We do not expect our guests to make a day trip out of coming to our winery and vineyard but to come out and spend a couple of hours looking around, going on tours, and tasting a few of our wines. When we have

guests come out to our property, our primary focus is to make them feel welcomed. Our staff will help them right away because no one likes that feeling of unknowing if you are going to the right place or not. We will have staff and signs assisting the guests to go on a tour of the winery or find their way to the kitchen for a meal or our tasting room to sample a few wines.

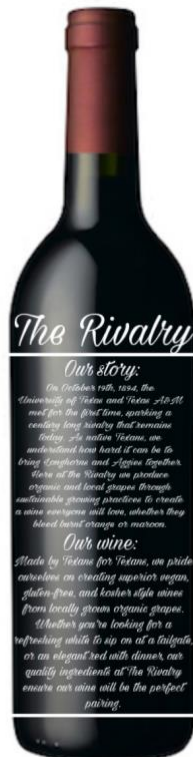
We will need close to 20 acres of land for our winery and vineyard. It does not seem like a lot of room, but since we only 25 minutes outside of Austin, we want to start small and work up to expanding in the surrounding area. The pricing for our products will be as follows:

- a. Wine will range from \$20 to \$75 a bottle;
- b. Five (5) tastings will cost \$20; and
- c. The winery/vineyard tours will cost 50 dollars, which also includes five tastings.

Our plan for marketing our products will be mainly to use social media because it is fast, easy, and inexpensive to use. Social media will allow us to join groups and reach out to influencers within the gluten-free, vegan, and kosher communities to promote our wine. We will also set up tents/tables at local farm markets to expand our wine and winery. We will also set up tents/tables at regional and statewide winery shows and stock shows. We will also advertise to the local universities who have wine classes. We plan to join or create an Austin Winery Trail and then grow into joining the Texas Winery Trail. We will have a winery club which will offer discounts and offers to our guests which they can quickly join by either visiting the winery or online. The winery club will provide a monthly gift to members in which they can pick from four different packages ranging in price and depending upon the wine they select. One size will be two bottles of wine than the choice of four bottles, six bottles, and lastly, twelve bottles of wine.

Discounts will also be given to members if they choose more than one of the same bottles of wine in their monthly gift.

Branding



Founded by native Texans, The Rivalry stands behind “everything’s bigger in Texas.” For this reason, we have chosen to focus on perfecting wine from native grapes. Our products embody everything you could ever ask for in a wine and more. By providing a local wine that is not only organic and sustainable, but vegan, gluten-free, and kosher as well, we can appeal to the majority of the Austin market. We will strengthen customer’s connections to our wines through the unique vine-to-bottle experience offered on our vineyard tours.

Further, our winery will emphasize southern hospitality to create an ‘at home’ feel. To build our reputation as an honest, quality business with a commitment to the people of Austin,

The Rivalry will attend and host community events, build relationships with other local farms, restaurants, and vineyards, and promote a health-conscious lifestyle. Although our winery will expand, we will continue to offer our patrons an immersive Southern experience deep in the heart of Austin, Texas.

As our name suggests, our winery will play into the century-long rivalry between The University of Texas and Texas A&M. Since founding The Rivalry, we have worked to create wine from quality, organic ingredients, ensuring it will be adored by Longhorns and Aggies alike. Each of our wines will be named after an A&M or UT tradition, creating a conversation piece between unlikely friends as they transport back to the good memories of their college year



By branding our wine towards fans of both schools, we can appeal to the majority of college graduates in central Texas. With the average A&M graduate salary being \$99,700, and the average University of Texas graduate being \$96,400, our higher-end wines are easily affordable. The \$20-\$75 price point allows our wine to be served on numerous occasions. Our variety of wines are perfect for pairing with the Texas summer heat, holiday celebrations, or even just reminiscing on the good 'ole days.

Marketing Goals

Our first marketing goal for The Rivalry is to be on or create an Austin Winery Tour by the end of the first year of operation. In our first year of operation, we will be hosting our first annual event at the beginning of spring. This annual event will consist of the first plant of the vineyards for the upcoming season. We will have a planting area where guests will be able to plant ten vines, which will then be used for the creation of our wine that we offer to guests who visit our winery/vineyard and who want to create their wine. Our outreach goal will focus on reaching out to at least 25% of the Austin population and 40% of the vegan, gluten-free, and Kosher communities by the end of the first year. We will take do this by going to events and reaching out to influencers and others on social media to spread the name of The Rivalry and show everyone what we have to offer differently to the wine industry. We want our winery to be featured in the health and wine magazines by the third year in business and to be able to have a more extensive outreach not only in the U.S. but also worldwide in the wine industry. Finally, our last two goals are to open up a couple of tasting rooms in the U.S. in the most vegan-friendly cities and also be able to have a distributor in Europe.

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