

Four Growth Opportunities Wineries are Pursuing

By Miles Smith on May 20, 2022

It's a competitive world out there and businesses of all types are looking for ways to set themselves apart or, in some cases, just stay current with the times.

Wineries — whether they've been around for generations or are fairly new — are just the same. They're looking to grow and they're trying to find the best next step to keep them on course.

Leaders at four wineries recently shared with Vintner Magazine strategic growth opportunities they're excited to pursue.

Building the Portfolio

Michael Baldacci, owner and Winemaker of [Baldacci Family Vineyards](#) in Napa, California, said to keep an eye out for new wines from the company in the near future.

"We have some exciting wines that have not yet been released to the public and we are looking for the right opportunity to introduce them," Baldacci said. "These are going to be wines that are extremely limited in their production and will be highly allocated upon release."

The strategy is aimed toward attracting collectors to their brand.

"We feel that our brand is ready to release wines like this, and are looking forward to sharing these exclusive new bottlings with wine collectors soon," Baldacci said.