



## Real-Life Example of the Cost Benefit of Following a Comprehensive Wine Monitoring Program

Typical cost breakdown of a Comprehensive Wine Monitoring Program for an average 4 tons of Cabernet Sauvignon, from vineyard to bottle at XYZ\* Cellars:

### Cost of Production

|                              |                         |                 |
|------------------------------|-------------------------|-----------------|
| 4 tons Cab Sauv              | \$2,000 / ton           | \$8,000         |
| Barrels (50% new French Oak) | \$1,000 / barrel        | \$5,000         |
| Glass/Cork/Capsule/Label     | \$36 / case             | \$9,000         |
| Mobile Bottler               | \$2.50 / case           | \$625           |
|                              | <b>Total Investment</b> | <b>\$22,625</b> |
| Gross Sales                  | \$25 / bottle average   | \$75,000        |
|                              | <b>Potential Profit</b> | <b>\$52,375</b> |

### Cost of Comprehensive Lab Testing

|                           |                        |              |
|---------------------------|------------------------|--------------|
| Primary Juice Panel       | 1 @ \$70               | \$70         |
| Basic Chemistry Panels    | 6 @ \$60               | \$360        |
| Complete Chemistry Panels | 3 @ \$120              | \$360        |
|                           | <b>Total Lab Costs</b> | <b>\$790</b> |

In 2004, XYZ\* Cellars was still choosing not to follow a basic lab analysis program because that's how they had been doing it for the past 10 years. Unfortunately, the '04 Cab only partially completed MLF, eventhough the barrels quit off-gassing. After two years in barrel and almost an entire year in bottle, the wine started to re-ferment in the bottle, resulting in a complete loss of product.

### Cost of NOT Knowing Your Wine's Chemistry

|                                    |                 |
|------------------------------------|-----------------|
| Actual Hard-Earned Money Spent     | \$22,625        |
| Lost Sales                         | \$75,000        |
| Money XYZ* Cellars will NEVER see: | <b>\$97,625</b> |

This doesn't include time, labor, equipment costs, etc. The actual cost out-of-pocket would be significantly higher.

As this example illustrates, Lab Testing is one of the most cost-effective steps to ensuring ***YOUR*** winery achieves it's full potential!